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THE NATIONAL NEWSPAPER OF MARKETING

Trendex Shows How TV Drops After 2 Years

NEW YORK, March 30—Night-time television viewing starts to fall off and radio listening to increase in TV homes that have had video sets for two years or more.

This was one of the most significant findings revealed in a four-city telephone coincidental survey by Trendex Inc. Interviews were conducted during the week of Jan. 16 in 5,000 telephone homes in New York, Boston, Cleveland and Detroit, using a random sample.

Evening (6 to 10 p.m.) radio sets-in-use for TV homes of a year or less was 11.0; for TV homes of two years or more the corresponding figure was 13.2.

Evening video sets-in-use for TV homes of a year or less was 61.7, compared with 54.9 for homes having TV two years or more.

Radio listening in TV homes and non-TV homes comparisons shaped up like this:

Morning (8 a.m. to 12 noon)—22.6% of TV homes had radio on; 21.1% of non-TV homes had radio on; afternoon (12 noon to 6 p.m.)—17.3% of TV homes had AM set on and 27% of non-TV homes had AM set on; evening (6 to 10 p.m.)

(Continued on Page 8)

'Teen-Agers Can Get Plastered on Hadaacol,' Says Village Official in Restricting Sales

LAFAYETTE, La., March 30—Louisiana State Sen. Dudley J. LeBlanc, inventor and promoter extraordinary of Hadaacol, ran into Yankee trouble this week in the little Chicago suburb of Northbrook.

C. F. Chaplin, president of the residential suburb and its liquor commissioner, banned the sale of Hadaacol in his community by anyone except licensed liquor dealers.

Mr. Chaplin explained his antipathy to the LeBlanc formula for "a better tomorrow" with the remark that "teen-agers can get plastered on Hadaacol. I made a test of it myself," he explained, "and it tasted like dry port wine to me.

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DUST BAG?—And who would want to empty it! A capricious March wind somewhat changed the complexion of this Lewyt cleaner on a New York poster. That's Faith Domerque peering out of the cleaner from the previous "Vendetta" board.

Fern Shipper Wins Relief on Prices

SEATTLE, March 29—The campaign of Callisons, northwest shipper of florist ferns, to free ferns from rigid price control, brought success this week. The Office of Price Stabilization exempted the entire florist industry from price regulation, just as it was under OPA.

Callisons had used 1,000-line space in the *Washington Post* and reprinted the *Post* ad in three trade weeklies to tell why some adjustment had to be made to permit normal seasonal fluctuations in piece-rate pay to fern pickers (AA, March 19).

David Pollock Agency here handles the account.

De Voto Levels Bitter Attack at Advertising

'Fortune' Article Hits Agencies, Advertisers; Calls Admen 'Shamans'

NEW YORK, March 30—Manufacturers and advertising agencies are twin targets of a double-barreled blast triggered by Bernard De Voto in an article in the *April Fortune*.

The gravest charge leveled by Mr. De Voto, who occupies "The Easy Chair" at *Harper's Magazine*: Neither business nor the agency is today interested in giving the public an honest product.

Some manufacturers, he says, deliberately degrade their products so they'll wear out quickly and force millions of customers to buy replacements. "Is business now concentrating on the sheerest nylon stockings because those of coarser gauge wear too long?"

Advertising, in turn, he declares, has abandoned a classic basis of

(Continued on Page 75)

Half of ANA Members' Budgets Up, McElroy Reports at Spring Meeting

'Kefauver-Type' TV Fare May Never Be Seen Again in U. S.

WASHINGTON, March 29—Two major developments here this week raised the possibility that the nation may never again see a congressional investigating committee in action, as it has been seeing the Kefauver crime committee on TV.

At least two reluctant Kefauver committee witnesses this week carefully established legal grounds for a full test of the committee's right to force them to appear before TV, and newsreel cameras and radio microphones.

Moreover, members of Congress—though loud in praising the work and decorum of the Kefauver group—have expressed fear that hearings of this kind could lead to serious abuse of individual rights, in the hands of a less restrained chairman.

The court ruling on the legality of televised investigations will come in the event that the committee presses contempt proceedings against Morris Kleinman and Louis Rothkopf of Cleveland. In their appearances Monday night, both refused to answer questions in the presence of TV, newsreels and radio microphones.

After their attorney described the physical arrangement of the room, each stood on a lengthy statement contending that the presence of mass media made them "part of a show."

"The witness' actions, personal appearance, his manner of talking or not talking are passed upon in the same manner that a dramatic

(Continued on Page 69)

Copy Shifts Analyzed;
ANA Hears Goodwillie
on Smith Rug Policies

(See Charts on Page 52)

HOT SPRINGS, Va., March 29—Fifty per cent of the member companies of the Assn. of National Advertisers have increased their 1951 advertising appropriations over 1950, with the average increase being about 10%. Thirty-five per cent reported no change, and 12 per cent reported a decrease from last year.

This is the highlight of the study of advertising plans of member companies reported to the ANA

For other news of the ANA meeting see Pages 2, 8, 26 and 72.

spring meeting here yesterday by Lowell McElroy, ANA vice-president. This report was based on questionnaires returned by 207 of the ANA's 415 member companies.

Mr. McElroy reported that while a large percentage of the industrial companies replying to the questionnaire indicated definite product shortages, "the proportion of these companies' whole 1951 advertising budgets are larger than last year in the building material industry." He added that industry classifications whose budget increases were higher than the 10% average increase for all companies included textiles and clothing, petroleum, building material and industrial.

The increases, he pointed out, are in dollar expenditures, and several respondents observed that these increases were necessary to maintain their existing advertising volume, due to higher rates and advertising costs.

The survey showed that 87% of those reporting had increases in total sales volume in 1950 as compared with 1949, and 73% anticipate further increases in 1951.

Only 6% had lower volume in 1950 than in 1949, and only 9% anticipate lower volume this year as compared with last year. The median increase in 1950 over 1949, for all companies reporting, was 17%, with the highest gain (27%) shown for electric appliance companies.

An anticipated median increase of 10% in sales over 1950 is shown for this year, with office equipment, textiles and clothing, and paper products anticipating higher increases. Most of the companies expecting a decline are in the automotive, electrical appliance, home furnishings and building material fields.

Of those replying, 21% of the companies report a serious product

(Continued on Page 69)

Last Minute News Flashes

Emerson Drug Head Bonham, V. P. Kelly, Resign

BALTIMORE, March 30—Kenneth A. Bonham, president, chairman of the executive committee and a director of Emerson Drug Co., manufacturer of Bromo-Seltzer, and John H. Kelly, executive vice-president, have both resigned, effective April 2. No reason was given and no one in authority could be reached at the Emerson plant for comment. Reports of a company shakeup, and possible change in controlling stock ownership, have been current for several weeks. Mr. Bonham had been president for eight years, and Mr. Kelly had been with the company seven years.

Wrigley Signs Six Additional CBS Programs

CHICAGO, March 30—William Wrigley Jr. Co. has completed arrangements for six additional programs over the Columbia Broadcasting System network during the summer "hiatus" period. The company also plans to continue its current programs. Final details of the purchase, however, have not been worked out.

Kops Shifts from Tarcher to Cecil & Presbrey

NEW YORK, March 30—Kops Bros., maker of Nemo girdles and foundation garments, has switched from J. D. Tarcher & Co. to Cecil & Presbrey. Kops will advertise in newspapers, consumer magazines and trade publications.

Mennen Appoints Colson Ad Manager

NEWARK, March 30—Leonard V. Colson, formerly assistant advertising manager, has been appointed advertising manager of Mennen Co. He succeeds Lewis F. Bonham, now president of Alfred D. McKelvey Co. (Seaforth toiletries), a Vick Chemical Co. subsidiary.

(Additional News Flashes on Page 73)



Lowell McElroy

Overbuying and Not Overselling Is Key to Current Market, Fatt Says

HOT SPRINGS, VA., March 29—Advertising must sell hard right now, because "since Korea, merchandise hasn't been oversold—it has been overbought," Arthur C. Fatt, executive vice-president,

ANA Meeting

Grey Advertising Agency, New York, told the opening session of the Assn. of National Advertisers here yesterday.

Shortages will be less acute during the coming months than was originally expected, he said, and the duration of the shortage era may also be considerably shorter than expected. Furthermore, there are likely to be recurrent periods of abundance within the shortage era, and consequently competition will not lessen appreciably during

the next several years, he asserted.

Mr. Fatt pointed out 18 specific examples to show that the market is "soft" right now in several cases, including reductions in the prices of TV sets by Crosley and Admiral. He suggested that "it would be better for advertising men to reexamine sales and inventories, rather than continue to be guided only by the sudden increase in our defense budget. To act on the present military situation alone ignores the fact that it induced people to spend as never before. The military situation does not have to ease, but merely to grow no worse, before consumers adjust to it and relax a bit and buy at a more reasonable pace."

Although shortages are almost certain to become worse in many lines, he said, it is likely that "both

the public and the trade will buy—and stop buying—in fits and starts. New buying rushes will take place periodically as well as new periods of buying hesitation."

Under such circumstances, and under the assurance that distribution will change drastically within the next few years, he said, "it becomes clear that we have no choice other than to use advertising that sells."

Mr. Fatt paid his respects to institutional advertising, asserting that he believes such advertising "has involved a greater waste of corporation advertising funds than all of the unused dealer helps or sales promotion material about which manufacturers have cried for so many years," and added:

"I cannot see any justification—moral or otherwise—for using an advertising appropriation to promulgate the private social or political theories of the head of a business or of the board of directors."

These long-range projects must



INTRODUCING—Opening ads for Seaforth's \$1 after-shave Groom Stick will run in Esquire and The Saturday Evening Post in June and July. Column and half-column b&w insertions are being placed by Mass International, Seaforth's agency.

vice-president, Bristol-Myers Co., and chairman of the ANA government relations committee, and (2) a panel on whether priorities and shortages will affect the supply of advertising material.

Participants in the panel were Ellsworth Geist, S. D. Warren Co.; J. S. Doughty, Container Corp. of America; Wm. H. Carmichael, Arvey Corp., and Seymour Mintz, Admiral Corp. They agreed, in general, that while certain types of advertising supplies and material will suffer from shortages, advertising materials will be available in reasonably adequate amounts unless the government regulations are changed.

N. Y. Group Sponsors Merchandising Clinic

The New York chapter of the American Marketing Assn. will sponsor a special merchandising clinic May 28-29 at the Waldorf-Astoria to which members of the New England, New Jersey, Philadelphia, Baltimore and Washington chapters will be invited, according to J. Sidney Johnson, merchandising manager of National Biscuit Co., program chairman.

Emphasis during the two-day program will be allocated on the basis of the importance of various consumer industries in terms of gross annual sales or advertising volume. Much of the session will be devoted to merchandising problems and techniques in such industries as foods, drugs, automotive, home furnishings and household appliances. This will be the first conference in the history of AMA devoted exclusively to merchandising. Donald W. White, president of Don White Inc., and immediate past president of the local chapter of AMA, is general chairman of the conference.

Hollingsbery Names Two

Richard E. Charlton, formerly of WCAR, Pontiac, Mich., and Daniel J. Ferris Jr., formerly of Headley-Reed Co., have joined George P. Hollingsbery Co., New York, radio-TV station representative, as salesmen.

Fendrick Joins Eastman

Louis R. Fendrick, formerly associate editor of Cooperative Digest, has joined the staff of Robert Eastman Inc., Ithaca, N. Y.

now be undertaken by advertising management and business executives. G. Rowland Collins, dean, school of commerce, New York University, told the ANA:

1. Define the true purpose of advertising and marshal the case for the use of national media even in an economy of shortage, however short-lived that shortage may be.

2. Advertising management must evaluate the changing conditions of material, labor and market that will be characteristics of the mobilization economy.

3. It is imperative for advertising management to watch the tax picture closely.

Explaining that he did not refer to the use of "tax dollars" for advertising, Dean Collins pointed out that with increased personal taxes, "ability to buy is curtailed and willingness to buy becomes the primary issue."

Advertising must also be used, he pointed out, to maintain brand recognition and desire, and to provide motive power in the field of distribution.

The opening session Wednesday concluded with (1) a review of recent legislative developments affecting advertising and marketing at both national and local levels, presented by George S. McMillan,

When we talk TELEVISION



FIGURES that show at a glance the perfect balance and development of WFAA-TV in one year of operation!

March 17, 1950	March 17, 1951
KBTB became WFAA-TV, and was telecasting ...	ONE YEAR LATER, WFAA-TV is telecasting ...
24 program hours a week	68 program hours a week . . . increase 183%
3 quarter-hour programs were sponsored	35 sponsored program hours, increase 4567%
27 commercial spots were scheduled	176 commercial spots . . . increase 552%

The Secret of this RAPID GROWTH?

Knowmanship—the ability to create television shows that have outstanding audience appeal. Shows that deliver more audience and more customers for the sponsors' product!

Serving BEST the MOST with 27.1 Kilowatts

NBC
ABC
DuMont

Represented Nationally
by Edward Petry & Co.

WFAA-TV

Channel 8
Dallas

Point of Purchase
for
Half a Million
Consumers

Prosperous Peoria, the heart of a rich industrial and agricultural area, is an active, major market where advertising dollars bring better than average results. Perhaps it is because The Peoria Journal Star "ratio-to-homes" coverage in Metropolitan Peoria is 95.02% . . . with excellent coverage of the other 250,000.

Peoria is as far from Chicago or St. Louis as Baltimore is from New York City.

ILLINOIS
PEORIA
Journal Star
The Nation's Bright Spot
Covers All Peoria
Ward-Griffith Co., Inc. National Representatives

PEORIA
Metropolitan
POPULATION
Now
250,000

New . . . 100 THOUSAND Daily Circulation



New York **Dept's stores**
in 1950 **used**
10,700,000 lines

in The News... one-quarter of all Department store advertising run in New York... and 1,284,000 lines more than the second paper

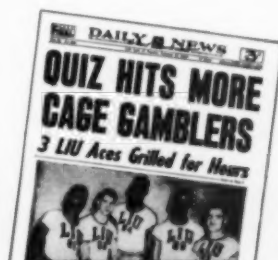
THIRD YEAR in excess of ten million lines in this classification

SIXTEENTH consecutive year (excepting 1944, newsprint shortage) of leadership in Department Store lineage

OF THE TWENTY-THREE department stores in The News, four in Manhattan and one in Brooklyn used more than one million lines

BECAUSE this newspaper sells more for a business which keeps the closest check on sales!

in **one**
newspaper



ANA Asks Basic Facts on Radio, Paul West Says

HOT SPRINGS, VA., March 29—The Assn. of National Advertisers' study of relative radio values

is not an "attempt to knock down rates," but a "determined, intelligent effort to help establish some long-needed basic facts to enable all of us to better evaluate the medium."

So said Paul West, president of the ANA, in summarizing the discussion of the study, which already

ANA Meeting

has been characterized in radio circles as the second round in a battle to coerce radio into reducing rates.

Mr. West made the statement at a conclusion of a press conference to summarize the events of a radio and television session in the afternoon, which was closed to reporters.

"There is no question that there are tremendous values in the medium of radio when rightly used," the ANA president said.

At the same time, he continued, advertisers are faced with the inescapable fact that they can stretch

their advertising dollars only so far. And the substantial increase in costs of radio, as well as in all media, and on top of that the extraordinarily larger budgets that are required in order to use the new and rapidly growing medium of television means just one thing:

"It means," he declared, "that advertisers and the radio medium owners have the responsibility of reviewing radio values in the light of the changes brought about by television."

The study to which Mr. West referred showed continued decreases in nighttime radio audiences (AA, March 19). The ANA indicated the study would be updated periodically.

At the same session, E. Lawrence Deckinger, research director of Biow Co., appealed to the individual members of the ANA and to the ANA itself for aid in activating the recommendations of the special committee on radio research.

This committee made specific

recommendations for industry action (AA, March 5). It is estimated that the cost of the study recommended would be \$140,000. Mr. Deckinger urged that advertisers urge the National Assn. of Radio & Television Broadcasters (which Mr. Deckinger thinks is the natural body to initiate the study) to activate the project.

In reply to reporters' questions, he said he would like to see the study a tripartite project, with the ANA, the NARTB and the American Assn. of Advertising Agencies participating.

In general, the best-liked commercials, with little or no indication of dislike on the part of listeners, are low on the effectiveness scale, Don L. Kearney, Katz Agency, told the ANA.

The best-selling commercials, he reported, on the basis of a study by Daniel Starch Organization, usually have a pattern of about average on "like," a substantial dislike, and little or no neutrality on the part of listeners.

Speaking on the subject of film commercials for TV, Mr. Kearney said that there is a substantial trend toward shooting them on 35mm film, rather than on 16mm, despite the fact that this film is more costly and that 16mm projection is all that is available in 58 of the 63 TV markets. Better film quality is the reason, he said.

Mr. Kearney showed a number of commercials to demonstrate various techniques and their relative costs, and emphasized that preparation and advance planning, particularly so that a series of commercials can be shot at once, rather than one at a time, are the key factors in holding costs to reasonable levels.

Daytime television, scorned as an impossibility only a couple of years ago, now is a striking reality, James E. Hanna, vice-president, N. W. Ayer & Son, told the group.

With such daytime shows as Kate Smith and Bert Parks now on the air, sets in use during the afternoon are commonly running as high as 25%, he said, and there is every indication that a similar high pattern of viewing can be achieved in the morning hours as well as the afternoon, if programming is improved and extended.

"The developing pattern in daytime television," he said, "shows no radical departure from the radio tradition with regard to show types—except that the high dollar cost of TV is bringing into the picture more participating programs than in radio."

"The network program pattern right now shows five variety shows, four audience participation shows, three women's service programs, one news program, two programs featuring women's chatter and fashion, and two serial dramas."

Costs of daytime TV, in terms of delivered advertising impressions, are still three to four times greater than those of daytime radio, he said, but added that the variation in costs may be reduced sharply as the number of TV set owners increases and additional inroads are made on daytime radio listening.

One-fourth of the families in the National Consumer Panel, which is supposed to be an accurate cross-section of all U. S. families, now own TV sets, Samuel G. Barton, president, Industrial Surveys Co., told the session.

In the Northeast, 43% of all families are TV owners, while in the South the figure is only 8%. In cities of 500,000 and over, 51% of all families have TV sets, while on farms the figure is only 6%, he said.

At present, he declared, families with TV sets are not typical of the population as a whole, and it therefore behooves the advertiser to study the composition of television set homes carefully to determine whether they represent a substantially better-than-average, or poorer-than-average, market for his particular product or service.

Knight Names Bradley

Lester B. Knight & Associates, Chicago, consulting management and engineering service company, has named Richard L. Bradley, formerly with the corporation service division of LaSalle Extension University and with Aldens Inc., to direct the activities of its expanded training and special programs division.

NEWSPAPER CLIPPINGS

from 2000 daily and weekly newspapers in Minnesota, Wisconsin, Iowa, North and South Dakota, Montana and Nebraska. We can give you complete coverage on ANY SUBJECT, news or advertising. Write for details.

Western Press Clipping Exchange
Established 1900
1027 Lumber Exch. Bldg., Minneapolis, Minn.

PAPER by SORG





Versatility is the word for Sorg... for no other mill in the country produces such a wide range of papers for conversion and for printing purposes. Whether it be sturdy Sorax or Equator Index Bristol for menu covers, or special fabricating paper for drinking cups, Sorg's 69 years of papermaking "know-how" is your assurance of a quality paper tailor-made for the job.

Tested by TIME!

THE SORG PAPER COMPANY • Middletown, Ohio

Manufacturers of Printing and Specialty Papers

SALES OFFICES AND REPRESENTATIVES IN

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO
ST. LOUIS • LOS ANGELES

MULTIGRAPHING

FILLING-IN

ADDRESSING

MIMEOGRAPHING

THE LETTER SHOP, Inc.

431 E. DuSable St. Chicago 4, Illinois

I bumped into the Florist and
knocked over a contract—



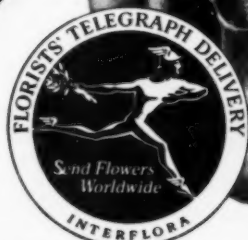
he taught me to *Say it with*
FLOWERS-BY-WIRE

He was just coming out of his shop; I was running for a train. We both were shaken up. I apologized by explaining that I'd missed the early train, and was bound to be late for a customer's sales meeting.

"Why don't you wire flowers?" he asked. "They're sure to arrive on time... and there's no more graceful way to explain."

I took his tip and the customer loved it. It taught me something: the nicest way to ask for an order is to say it with FLOWERS-BY-WIRE.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION
Headquarters: Detroit, Michigan



Look for the famous F.T.D. Mercury Emblem
It identifies the right shops!

FLOWERS ARE BEAUTIFUL BUSINESS BUILDERS

On opening days • on anniversaries • on special events • as a "thank you" for the order • on almost any business occasion • for those at home when you're away.

You can wire flowers to anywhere... from anywhere... more than 15,000 F.T.D. and Interflora Member Shops at your service!

Plans Silk Screen Exhibit

The Screen Process and Display Assn. of New York has voted to hold an exhibit of silk screen work. The exhibit, probably to be held in December of this year, is planned in two parts. First there will be a competition among the local members to induce them to enter their finest examples of work. The other part is to show the public, buyers, etc., the quality and types of work which can be done with this medium.

Money in Dixie

THE SOUTH IS GOING MODERN with a bang! The wise boys are pushing blue chips into this market, and cashing in. SOUTHERN FARMER reaches the "cream of the crop" in the Southland at a lower cost-per-thousand than any other farm publication. Get the facts and figures today. They're exciting if you're looking for ad-action. Send your letterhead.

SOUTHERN FARMER
737 N. Michigan Ave., Chicago 11, Ill.

Retail and General Milline Rates Grow Apart, Says 4 A's

New York, March 28—The differential between retail and general milline rates for newspaper advertising has increased again, according to the annual study made by the American Assn. of Advertising Agencies.

The latest Four A's "Study of General and Retail Milline Rates," covering 1948-49 data on 476 daily and Sunday newspapers in 154 U. S. cities of more than 100,000 population, shows an increase of 3.1 percentage points in the average retail-general milline differential.

The composite retail milline rate for the 476 newspapers increased 2% in 1949, while the composite general milline rate increased 3.8%, the study shows. These increases raised the differential 2.4 percentage points for dailies to an average of 53.8%, and 2.6 percent-

age points to an average of 67.6% for Sunday papers.

■ The spread between rates continued to increase in the early part of 1950. Another Four A's study, "Market and Newspaper Statistics," Vol. 19, Part 1, compares the differential for 1949 and 1950 on 137 newspapers in 41 cities and shows a further increase of 0.6 percentage points. For this partial group, the composite retail milline rate was 1.6% above 1949, and the composite general milline rate increased 1.9%.

The Four A's has published studies of changes in retail and general milline rates since 1934. They were suspended in 1945-46 and resumed in 1947.

Munsingwear Names Hillyard

Munsingwear Inc., Minneapolis, has named Thomas W. Hillyard, who has been western sales manager for the company for four years, as general sales manager. He will continue personally to supervise the western sales division.

CED Committee Asks \$10 Billion Tax Boost; Suggests 5% Boost in Personal Income Levy

WASHINGTON, March 29—A pay-as-you-go tax program calling for a reduction of \$6 billion in the 1951-1952 federal budget and a \$10 billion tax increase was recommended today by the research and policy committee of the Committee for Economic Development.

The CED tax proposals would yield about \$5.25 billion from new and increased excise taxes, \$3.85 billion from an increase in individual income taxes and \$1 billion through a new defense profits tax.

In its new statement on national policy, "An Emergency Tax Program for 1951," the committee says that an adequate and balanced financial program should consist of four parts:

"1. Maximum possible economy in government expenditure, which should reduce federal cash expenditure by some \$6 billion from the \$74 billion proposed for fiscal 1952.

"2. Prompt enactment of a \$10 billion tax increase.

"3. Tight restriction on the expansion of bank credit.

"4. A national program to encourage private savings."

■ Major recommendations of CED include: (1) an additional 5% tax on taxable income after present exemptions and the present tax; (2) a new defense profits tax to bring the combined income tax rates on profits in excess of \$25,000 to 50%, compared with the present 47%; (3) increases on manufacturers' excise taxes on automobiles to 20% from the present 7%, on refrigerators, television sets and other consumers' mechanical durable goods to 25% from the present 10%; (4) a new excise tax of 5% on retail sales of items not now subject to federal excises, such as clothing and house furnishings, but excluding food, housing, fuel, utilities and certain items difficult to tax; (5) an increase in the present federal excises on alcoholic beverages, tobacco and gasoline; (6) taxes on interest of future issues of state and local securities; (7) collection at source of individual income tax on dividends, and taxation of cooperative businesses.

Pointing out that production of automobiles, television sets and other consumers' durable mechanical goods will have to be curtailed because of defense requirements, the committee says that increasing excises on this class of goods will help reduce the excess demand for the remaining civilian supplies. It estimates that raising the tax on automobiles from 7% to 20% and on other items from 10% to 25%, at the manufacturers' level, would yield about \$1.1 billion.

Forms TV Film Company

U. S. Television News, Los Angeles, has been formed to market television films of Cleve Roberts, news analyst. President of the new company is Miles W. Ark, operating head of Barr Mfg. Co., Los Angeles, sponsor of Roberts' nightly program on KLAC-TV, Los Angeles. Formation of the new company terminates live telecasts for Roberts, who is now on a tour of the Far East with a cameraman to film future telecasts. The new company will distribute the films in all markets nationally.

Squirt Appoints McKellar

Hugh McKellar, in the advertising department of Squirt Co., Beverly Hills, Cal., manufacturer of a carbonated grapefruit soft drink and mixer, has been appointed assistant advertising manager. Squirt has been elected to membership in the Assn. of National Advertisers.

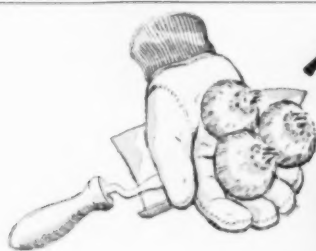
Jessop Appoints Bond Agency

Jessop Steel Co., Washington, Pa., producer of specialty steel products, has appointed Bond & Starr, Pittsburgh, as its agency.

ONE NEWSPAPER Delivers the Cream of the NEGRO MARKET

The Negro market is huge! Negroes spend \$15 billion every year on products you sell. And one medium delivers the cream of this vast and loyal market—1,500,000 of the wealthiest and most influential Negroes in America. Whatever you sell, you can sell it to Negroes better in the new Courier. Always a leader, always expanding—the Courier's new addition of popular 4 color comics and exciting magazine section makes it America's most complete weekly newspaper! The Courier offers you a large and responsive market at minimum cost and maximum return. For full details on the new Courier, the newspaper that sells more Negroes more, write:

INTERSTATE UNITED NEWSPAPERS
343 Fifth Avenue, New York



Plant the Appeal...



Photo courtesy Argus Cameras, Inc.

in newspapers...with Reilly Plasticypes

When you're selling the home gardener on bulbs and seeds, it's best to stress the end results—the beautiful flowers he can expect by using your product.

No better way to plant this appeal in newspapers than with Reilly Plasticypes.® Then you know you'll get exact reproduction of detail, type and tone—flawless reproduction that makes for action now.

What makes a Reilly Plasticype better? Exclusive Vinylite molding for greater tonal value...

unique Reilly *Duramatrix* for full depth retention. Routing depth guaranteed at 55 thousandths of an inch... the greater experience and skill of teams of Reilly specialists on every one of the many important steps in production.

Who says Reilly Plasticypes are better? Over 350 national newspaper advertisers who use over one million of them a year. Your seasoned Reilly representative will tell you, too. Ask to see the proof in his tearsheets or use the handy coupon below.

REILLY PLASTICTYPES

Reilly Electrotype Company

Creators of Better Plates
for Better Printing

302 EAST 45TH STREET, NEW YORK 17, N. Y.

Telephone BR 6-6300

NEW YORK • CHICAGO • PHOENIX • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

Reilly Electrotype Co., 305 E. 45th St., New York 17, N. Y.

Show me why your Plasticypes will give me better reproduction in newspapers.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Now it's up to us!

With staggering impact, the telecasts of the Kefauver investigation have brought a shocked awakening to millions of Americans.

Across their television tubes have paraded the honest and dishonest, the frank and the furtive, the public servant and the public thief. Out of many pictures has come a broader picture of the sordid intermingling of crime and politics, of dishonor in public life.

And suddenly millions of Americans are asking:

—what's happened to our ideals of right and wrong?

—what's happened to our principles of honesty in government?

—what's happened to public and private standards of morality?

Then they ask the most important questions of all: how can we stop what's going on? Is there anything we can do about it?

That's the real challenge of the Kefauver investigation.

It's a challenge to each of us—a challenge to every American who believes in the ideals and the principles of America.

As the investigation brings out the violations of American principles, it also brings out—as nothing

else ever has—the duties and responsibilities of citizenship in our democracy.

The responsibility as individuals to make our own lives good examples of the things we think are right. To be honest, open, four-square in all our dealings. And to speak out boldly against what's wrong, not shut our eyes to it.

The responsibility as parents to raise our children so that they will know good from evil, and will follow the good. To teach them that truth, justice, honor are not empty words but are a full, rewarding way of life.

The responsibility as citizens to take an active part in local, state, and national affairs. To see that good men are chosen as candidates for office. To vote thoughtfully and wisely for men and issues in which we believe. And to insist that those whom we vote into office observe the highest standards in their official conduct.

Have we lived up to these responsibilities?

Obviously not—or there would be no need for a Kefauver investigation.

So, now it's up to us to live up to them—in word, in fact, and in every action. That's what we can do to meet the present challenge.

This message is published in the public interest by Young & Rubicam, Inc.

Trendex Shows TV Audience Lessens

(Continued from Page 1)
—11.4% of TV homes had radio on and 43.9% of non-TV homes had radio on.

Trendex found a noteworthy amount of multiple set usage in

radio-only homes. Of the 43.9% AM-only homes reporting a radio in use during evening hours, 32.7% had one set on. Some 7.6% had two sets in use, 3.3% had three, and 0.3% more than three. The report added:

"In television homes with television and radio both operating, 32% of the radios in use were in the kitchen during the 6 to 10 p.m. period, while in radio-only homes for the same period, 53.8% of the radios in use were in the living room and only 17.4% in the kitchen.

"The survey reveals that multiple set usage is highest in the evening between 6 and 10 and not, as previously assumed, during the late afternoon when children's programs predominate."

Signs for Chicago Games

American Vitamin Associates, Hollywood, maker of Thyvals and Orvita drug products, has signed with WGN-TV to sponsor telecasts of all Chicago Cubs and White Sox daytime baseball games this year.

Crowell-Collier Promotes Stouch and Winger

Clarence E. Stouch has been elected president of the Crowell-Collier Publishing Co., New York. Mr. Stouch succeeds Albert E. Winger, who was elected chairman of the board.

Mr. Winger's predecessor as



C. E. Stouch



A. E. Winger

chairman was Thomas H. Beck, who is resigning to assume the management of the Knapp Foundation of New York and the Knapp Foundation Inc. of North Carolina. These were established in 1923 by the late Joseph P. Knapp, founder of Crowell-Collier.

Retailers Want Continued Ad Help: Manchee

Barton Predicts Sales of Frozen Orange Juice Will Level Off by 1955

HOT SPRINGS, Va., March 29—The retailers of America are relatively unimpressed by the talk of shortages. They still want advertising support, and they are com-

ANA Meeting

pletely conscious of the need for selling.

This was one of the conclusions of a panel of speakers at the Assn. of National Advertisers convention here today. Fred B. Manchee, ex-

ecutive vice-president of Batten, Barton, Durstine and Osborn, reported on a survey made by BBDO among retailers, which found that retailers want support and regard themselves as a buyer's market.

■ Summarizing, Mr. Manchee said the collective opinion of retailers on a variety of subjects is:

Advertising—They want it kept up even in times of shortages; they want product service stressed in consumer copy.

Pricing and price changes—They want as much advance notice as possible.

Sales contact—Retailers regard salesmen as important; they say contact with manufacturer representatives is as important, if not more so, in a period of shortages and restrictions.

Allocations—Retailers want sound, workable and equitable plans.

Tie-in-sales—Retailers remember these all too well; they see signs of the trend developing again, and want no part of it.

■ Samuel G. Barton, president of Industrial Surveys Co., told the ANA that the problem is returning to thinking in terms of customers, not of the classic wholesaler-jobber-retailer pattern. Advocating a new executive post-vice-president in charge of the consumer franchise—Mr. Barton reviewed ten specimen cases illustrating the application of research to management problems involving maintenance of consumer franchise.

In the course of the examples, Mr. Barton forecast the probable leveling-off point of the frozen orange juice concentrate business. Here's how he figures it:

Up to now, the home market has increased about 178,000,000 cans a year; if it were to continue at this rate, by 1955 it would be 1.2 billion cans; by 1960, 2 billion cans. No one thinks it will rise that high. Mr. Barton's company believes the eventual number of families to try the product will be 34,000,000.

■ Further, 20,000,000 families have tried it so far, and their repeat rate is 4.6 cans per quarter. The remaining 14,000,000 families which will try it are coming in at a rate of 1,700,000 families per quarter, and all will have tried it by 1955.

But the latter families are lower-rate buyers. The families added in the last quarter of 1948 were repeat buyers at an 8.2 cans per quarter clip, while those who came in in the third quarter of 1949 were buying only 4.1 cans per quarter. The remaining 14,000,000 families will probably average only 2.5 cans a quarter.

■ Thus, Industrial Surveys figures that the 1955 rate will be 507,000,000 cans for our present population.

Carl V. Haecker, merchandising display manager of RCA Victor division, Radio Corp. of America, supplied a capsule formula for successful product selling: (1) aggressive sales planning—a merchandising program; (2) aggressive advertising—to bring people to the store; (3) aggressive window display—to get them into the store; (4) aggressive point of sale display—to make immediate sales. These elements, plus a final dramatic gimmick (balloons for the children, gift certificates, personalized cards, item-of-the-month, etc.), make the difference between ordinary selling and successful selling, he said.

Cresap Joins Westinghouse

Mark W. Cresap Jr., management consultant, has joined Westinghouse Electric Corp., Pittsburgh, as a vice-president and assistant to President Gwilym A. Price.

CALL
Kenneth Groesbeck
COPY AND CONSULTATION FOR AGENCIES
113 WEST 57th STREET NEW YORK 19 PL 7 6616



"It was love at first sight when she saw the Pabulum baby."

"PICK-UP" APPEAL stands out in this floor display of Pabulum Oatmeal and Pabulum Mixed Cereal. Extra traffic-stopping power is added by the box toppers highlighting the "easy-pouring" spout. Pabulum Rice and Pabulum Barley Cereal are two more featured products which satisfy baby's changing taste. A giant set-up combination box display (not shown) of Pabulum Oatmeal and Pabulum Mixed Cereal completes Pabulum's in-store promotion. Merchandisers like these, created and produced by Forbes for the makers of Pabulum, Mead Johnson & Co., in conjunction with their agency, C. J. LaRoche & Co., Inc., keeps Pabulum in the most profitable place — where the customer can't miss it.

You, too, can get more merchandising impact for your money, thanks to the Facts from Forbes . . . facts gathered by long experience and continuous studies of the effectiveness of printed merchandising in all fields. Unique facilities in lithography, letterpress, web gravure and die-stamping — all under one roof and one management control — combined with Forbes know-

how can handle your job whether it be a long or short run, creation plus production or production only. To get the Facts from Forbes, call the Man from Forbes!



FORBES LITHOGRAPH CO.

NEW YORK • CLEVELAND • BOSTON • CHICAGO • ROCHESTER

Delivers Merchandising Impact





JONES DEMANDED PROOF

Jones was a practical man. As an advertiser in *The Journal* he knew our circulation and advertising volumes were much greater than those of any other oil paper. This was significant, but Jones wanted proof that our subscribers really read *The Journal*; that among them are the **RIGHT READERS**... customers and prospects potentially in the market for his products and services... enough of them to warrant the expense of his advertising.

We at *The Oil and Gas Journal* believed Jones' demand was just. He had a right to know whether the money he spent with us was good business or not. So we planned and put into operation a continuing Oil Industry Census which dug into the heart of his problem. How many prospects were there for Jones' products and services? What was their rating according to their ability to buy? Where were their home offices and field/plant buying points? Which segments of the oil and gas industry did they touch? Did they read *The Journal*?

The *Journal's* Industry Census Bureau found the answers to these questions by sending trained men into every phase of the industry, building and maintaining information which gives unquestionable proof of fact that:

- (1) We know who right readers are for Jones' product
- (2) These right readers receive the *Journal*, and
- (3) These right readers **READ** the *Journal*.

This last point, knowing that right readers read, is all important. Our editors use the Eastman Research Organization for their guidance. If you as an advertiser, like Jones, want proof that more and more of the **RIGHT** people are concentrating their valuable reading time in *The Journal*, write us. We will pay for readership survey if you care to re-check the results we have found, and continue to find.

P. S. Jones is still advertising with us.



The **OIL AND GAS JOURNAL**



211 SOUTH CHEYENNE
TULSA 1 • OKLAHOMA

TULSA

NEW YORK • CHICAGO • PITTSBURGH • HOUSTON • LOS ANGELES • ENGLAND

PUSH-UPS!

NOTE THIS: in the past dozen years,
among Industrial Materials
advertisers, NEWSWEEK has pushed up
from 10th to 2nd place!



Push-ups are push-overs for NEWSWEEK . . . and the little chart tells the story: in a mere 12 years, advertisers of industrial materials have come to think so highly of NEWSWEEK, it's pushed up to second place among all magazines. (P.I.B.)

Proving again that well known fact: advertising in Newsweek pays off.

Where Industrial Materials Were Advertised

1938	1950
1. Business Week	1. Business Week
2. Fortune	3. Time
3. Time	4. Saturday Evening Post
4. Popular Mechanics	5. Fortune
5. Nation's Business	6. U. S. News
6. Saturday Evening Post	7. Popular Mechanics
7. Popular Science	8. Popular Science
8. Modern Mechanics	9. Mechanics Illustrated
9. Vogue	10. Better Homes & Gardens

Newsweek

the magazine
of news ^{and advertising} significance

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1336), 11 E. 47th St., New York (MU 8-8073), National Press Bldg., Washington 4, D. C. (Re 7659). G. D. CHAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, vice-presidents. C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, National Association of Magazine Publishers, Advertising Federation of America.

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Chicago: O. L. Bruns, Western Advertising Mgr. J. F. Johnson, E. S. Mansfield, Arthur E. Merz.
Los Angeles (17): Simpson-Rally, Ltd., 1709 W. Eighth St., Walter S. Kelly, Pacific Coast Manager.
San Francisco (3): Simpson-Rally Ltd., 703 Market St., Wm. Blair Smith, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Frank W. Miles, circulation director.



—Electrical Merchandising
"Disbrow will now discuss one of the most difficult prospects—the one who does not like toast."

Rough Proofs

An AA reporter credited Sen. Kefauver to Kentucky, possibly on Irvin Cobb's theory that a Tennessean is a Kentuckian born away from home.

The postal hearings have developed information on the status of non-profit publications. If the proposed second-class increases go into effect, there will be a lot more in this category.

P. C. Lauinger says some of the business executives taking advanced management courses at the Harvard School of Business read at the seventh grade level. No wonder they have to hire such smart secretaries.

Speaking of the Maine potato industry, Sturges Dorrance says, "It is sad to see the disastrous effect that the government support program has had on our markets."

Even Uncle Sam's beneficiaries don't always profit in the long run.

Jordan Marsh centennial advertising is running in Irish newspapers, which for the occasion are being given extra circulation in New Dublin, Mass.

"Many customers," recalls R. R. Zissette, "remember the terrible service, the neglect and even the downright rudeness they suffered during World War II."

This time they hope they won't be constantly confronted with the query, "Don't you know there's a war on?"

Ronson lighter advertising in the business press, says James S. Morgenthal, is designed to show retailers how they can make money.

For a manufacturer, that's a pretty good design for living.

One difficulty with keying ads addressed to advertising people is that they take delight in (a) recognizing the keys and (b) deleting them from their replies.

Catalina plans to find Miss Universe, a young woman "with figure beauty and the proper amount of elan." Jane Russell and Marie Wilson may be asked to advise on what is the proper amount.

Smart & Final, Los Angeles wholesale grocer, is putting Heinz back in the minor leagues by advertising not 57 but 252 varieties.

"Events concentrate more and more authority in government," says Time International.

But it's strange how little authority government exercises over events.

Distillers say a \$3 increase in the liquor tax would be a boon to the bootleggers. The latter have been getting such a going over from Sen. Kefauver, maybe they deserve a break.

Science Note: Wallace's Farmer & Iowa Homestead says a barrow is the kind of porker who will never be sued for breaking up another pig's home.

COPY COPY

Research Takes the Place of Opinion

An interesting copyright case was decided in the U. S. district court of St. Louis a couple of weeks ago when Judge Roy W. Harper issued an injunction against a retail maternity wear store in that city, preventing the organization from calling itself Maternalane after April 1.

Plaintiff in the suit was Lane Bryant Inc., national chain which has long specialized in maternity clothing, and which also maintains a retail store in St. Louis. Lane Bryant had maintained that Maternalane infringed upon its copyrighted name, and created confusion in the public mind.

The interesting point about the case is that, at first glance, Maternalane and Lane Bryant seem to be different enough so that in the ordinary course of events one would doubt that a court would hold the former to be an infringement upon the latter. In this case, demonstrable fact was accepted by the court as the basic criterion, rather than legal hair-splitting.

Lane Bryant engaged the marketing research organization of Bee Angell & Associates to ascertain whether confusion existed in the minds of potential customers in St. Louis over the two names. Interviews conducted by the research organization with women of child-bearing age indicated definitely that the names of the two stores, as used in advertising, created considerable confusion. In fact, about one-fourth of the women interviewed gave it as their opinion that there was some connection between the two organizations, and a somewhat larger percentage of those questioned were not sure whether the two organizations were affiliated in any way or not.

Judge Harper not only admitted the entire survey in evidence—one of the few times in which a market research study has been so admitted—but hinted very strongly in his decision that the research project was the most important evidence presented in the case.

The decision in this case, presuming that it finally stands, should be important as a precedent in other similar cases, and should allow such cases to be settled more easily on the basis of demonstrable facts, rather than on more obscure legal reasoning.

How to Buy Advertising

In the February 26 issue we published an editorial, "The Wrong Way to Sell," based on rumors as to the sales methods employed by a store-distributed magazine in the food field, which has created a considerable amount of comment.

The editorial reported that there were rumors to the effect that pressure was being exerted on advertisers by a chain store executive whose stores distribute one of these magazines, and that we hoped the rumors were untrue or greatly exaggerated. Since publication of the editorial, further investigation has satisfied us that no improper solicitation of advertising by a chain store executive has actually taken place, and that the rumors upon which the editorial was based were in fact exaggerated.

This is excellent news, and we are delighted to record it in these columns.

ADVERTISING AGE recognizes that the ownership of a magazine by a chain store or similar group may present an opportunity for pressure, but such ownership, in itself, is neither "good" nor "bad," and no connotation in either direction was intended in the editorial.

The important point, as we see it, is that with regard to the purchase of advertising in any medium, and under any circumstances, the test should always be that the advertising is bought on the basis of the value received in advertising.

What They're Saying

The 'Grapevine'

As a medium of communication, the fastest, most popular and the most inaccurate, is the "grapevine." Fed by rumor, the grapevine operates as a safety valve in management-employee communications.

Recently, communications experts, concerned with curbing the "grapevine," tried flooding employees with so much real information that rumors wouldn't have the chance to get started. Some stores have installed rumor boxes where employees can ask for information about things they have heard through the grapevine. Other stores have held regular "rumor-busting" meetings where "grapevine" information is brought to light and discussed.

None of these methods proved effective. To understand why not, take another look at "rumors."

Who starts them? Where do they start? For what purpose do they start? A rumor is rarely a fact in itself but an interpretation of a real fact. To start a rumor something must actually happen. The buyer of linens, for example, fails to show up one morning after a trip to the market. There has been a serious auto accident on the road from the market city. Ninety per cent of the store knows that the buyer was held up by engine trouble but the remaining 10% was more than enough to start a rumor that the buyer was killed in the accident. Why? The buyer was a notoriously reckless driver. It seemed natural that he was involved in any wreck along that stretch of highway. No amount of information could convince those who had ever ridden with him that he was alive, until he turned up in the flesh. . . .

Rumors have more relation to a situation than to lack of information. During periods of uncertainty, disaster and fear, rumors are rife. Factual information will be regarded as half-truths or an effort to cover up. . . .

The most subtle form of communication is a gesture. Certain movements of arms, legs, heads, or eyes mean one thing in one part of the country and other things in others. There is no universal language of gesture. There are a few movements, however, that mean

the same thing everywhere. Be very conscious of the fact that with the least movement you may cause a drop in your volume. You may be communicating some untruths to employees.

A fast step, a bright smile, and a snappy good morning from you means "all's right with the world." Employees will reflect this attitude in their sales effort. A scowl and a grunt from you, coupled with the fact that business hasn't been too good, will be interpreted by employees to mean that you believe business is going to be worse. And all that was the matter with you was an upset stomach. Employee communicators should suffer their physical discomforts in private.

—From "A Guide to Retail Employee Communications," by William P. Shaughnessy, published by the research bureau for retail training, University of Pittsburgh.

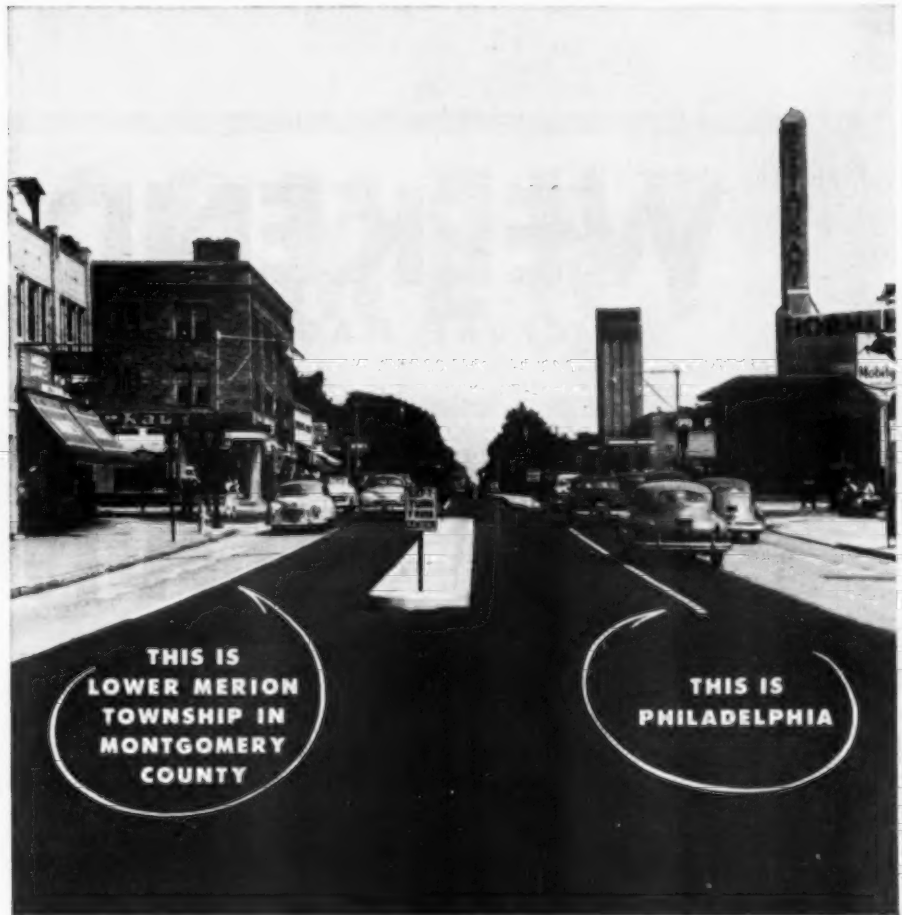
Truth (?) in Advertising

. . . I have before me. . . a big sale ad that one of these otherwise eminently respectable stores ran the other evening on occasional tables. It's filled with comparative prices. Picking a little coffee table, for instance, I read that it is "Now \$79.95—usually \$149." On the surface of it and to poor Mrs. Henrietta Homemaker it must certainly look like a wonderful bargain. But beneath the surface the picture is slightly different. Actually, the table was advertised nationally by the manufacturer for—not \$79.95—but for \$79.50! And the "Usually \$149" is just so much sheer untruth and misrepresentation. They didn't even try to equivocate or cover up by using such phrases as "replacement value," etc.

What gets into the management of stores that permit such stuff? This, let me remind you, is no small-time gyp operator who might be expected to go in for shady practices. This is one of the best known stores in the country—as are some of the others who have fallen for the same kind of stuff. What makes it all the more surprising is that these otherwise great retail institutions have, through the years, proved again and again the wisdom of "honesty is the best policy" and that misrepresentation simply doesn't pay. . . .

—Earl Lifshay, in Retailing Daily, March 2, 1951.

**Do
you
see
the
dividing
line?**



*The Philadelphia market is an unusual merging of city and suburbs
...and more than 1/2 this market lives outside the city limits*

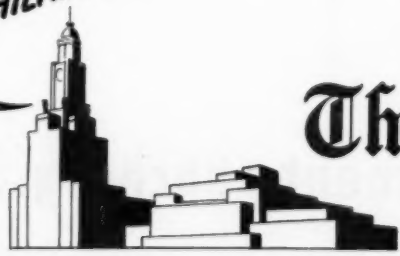
Philadelphia city and suburbs are intermixed—present a confusing picture for you who are planning to advertise and sell to *all* of America's 3rd Market.

Let this be your guide: THE INQUIRER provides intense coverage of the city *and* the

surrounding suburbs...a total of over 4,400,000 persons in the ABC city and retail trading area.

1950 Census reports suburban population up 22%—compared to the city's 6%. So, more than ever, it pays to schedule THE INQUIRER, in Philadelphia.

**NOW IN ITS 18th
CONSECUTIVE YEAR OF TOTAL
ADVERTISING LEADERSHIP
IN PHILADELPHIA !**



The Philadelphia Inquirer

Philadelphia Prefers The Inquirer

Exclusive Advertising Representatives: ROBERT R. BECK, Empire State Bldg., N.Y.C., Longacre 5-5232; EDWARD J. LYNCH, 20 N. Wacker Drive, Chicago, Andover 3-6270; GEORGE S. DIX, Penobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: FITZPATRICK & CHAMBERLIN, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0578

WEEKEND

PICTURE MAGAZINE

NEW

IN CANADIAN

The Montreal Standard Publishing Company, on September 8th, 1951, will publish the first issue of WEEKEND PICTURE MAGAZINE.

WEEKEND PICTURE MAGAZINE will be published as the weekend color rotogravure supplement of The Telegram (Toronto), The Vancouver Sun, The London Free Press, The Montreal Daily Star, and The Standard.

WEEKEND PICTURE MAGAZINE will start with an initial distribution of over 800,000 across Canada, with the bulk of this circulation concentrated in Canada's major retail sales markets.

WEEKEND PICTURE MAGAZINE will carry reading and pictures of a wholly Canadian character in the finest rotogravure printing. Faith in its editorial content and excellence of reproduction is shown by its publication in these leading Canadian newspapers.

Picture Magazine Supplement reaching 800,000

DEVELOPMENT JOURNALISM

Below is a provincial breakdown of the estimated distribution of the first issue. Basic advertising rates for monotone and color are also shown. Complete rate cards are now available.

NEWFOUNDLAND	4,000	ONTARIO	365,000
NOVA SCOTIA	40,000	MANITOBA	8,000
PRINCE EDWARD ISLAND	5,000	SASKATCHEWAN	7,000
NEW BRUNSWICK	24,000	ALBERTA	9,000
QUEBEC	158,000	BRITISH COLUMBIA	180,000
			<u>800,000</u>

Basic Advertising Rates—effective with first issue Sept. 8th, 1951.

Monotone per line.....	\$3.30
Full page monotone.....	\$2,900.00
Full page color.....	\$3,500.00

We know that WEEKEND PICTURE MAGAZINE will enjoy unusually high readership. With its fine rotogravure printing and with its dominant coverage of Canada's major markets, WEEKEND PICTURE MAGAZINE will be the top advertising medium in Canada's rapidly expanding economy.



Published at 231 St. James St. W., Montreal
by the Montreal Standard Publishing Company Limited
Phone MA. 6251

O'Mara & Ormsbee, Graybar Building, New York
Phone—MURRAY HILL 5-1060

W. D. Taylor, Advertising Manager,
WEEKEND PICTURE MAGAZINE, 390 Bay St., Toronto,
PHONE—EMPIRE 3-7651

John E. Lutz, Tribune Tower, Chicago
Phone—SUPERIOR 7-4680

Canadian families

WEEKEND
PICTURE MAGAZINE

Tea Bureau, Sunkist, Ice Industries All Tie In for Iced Tea Promotion

NEW YORK, March 29—California Fruit Growers Exchange, Los Angeles, and National Assn. of Ice Industries, Washington, will coordinate their advertising programs starting in April with the iced tea promotion of the Tea Council. Sunkist lemons and ice-man's ice for iced tea will be featured by all three organizations in national advertising.

The Tea Council's advertising for its iced tea campaign starts in the middle of April in 33 metropolitan newspapers and will break in May in issues of *Life*, *Look* and *The Saturday Evening Post*. Full pages in color will be used. In addition, point of sale merchandising materials will be made available to grocers and restaurants. Leo Burnett Co., Chicago, is the Tea Bureau agency.

■ California Fruit Growers Exchange will use four-color pages from May to August in *Better Homes & Gardens*, *Family Circle*, *Farm Journal*, *Good Housekeeping*, *Progressive Farmer*, *Today's Woman*, *The Saturday Evening Post* and *Woman's Home Companion*. Foote, Cone & Belding, Los Angeles, is the agency.

Russell Z. Eller, advertising manager of the exchange, said that "the Tea Council and Sunkist advertising schedules are coordinated to give the promotion of iced tea and lemons a real sales wallop. Our promotion and sales people consider it the best cooperative plan for sales action we have worked out." National Assn. of Ice Industries will use two one-page insertions in each of five business papers during April and May, namely, *American Restaurant*, *Chain Store Age*, *Fountain Service*, *Hotel Management* and *Restaurant Management*. Donahue & Coe, New York, is the agency.

■ Francis X. Timmons, director of advertising and publicity of the Ice Industries, said that "coordinated advertising of this kind is a new technique that offers greater profits for all right down the line."

Anthony Hyde, managing director of the Tea Bureau and vice-chairman of the Tea Council, said:

"This effort represents the biggest single promotion ever put behind iced tea. Tea sales are already on the upward move, and this powerful joint campaign will keep them on the increase. Although tie-in advertising has been done with

considerable success in consumer publications, we believe that tea and its allies are pioneering in a new type of tie-in advertising."

All merchandising and point of sale materials in connection with both the ice and Sunkist lemons tie-ins will be available through the Tea Council, 500 Fifth Ave., New York 18.

Form TV Booking Concern

Unity Television Corp., with offices in the Paramount Bldg., New

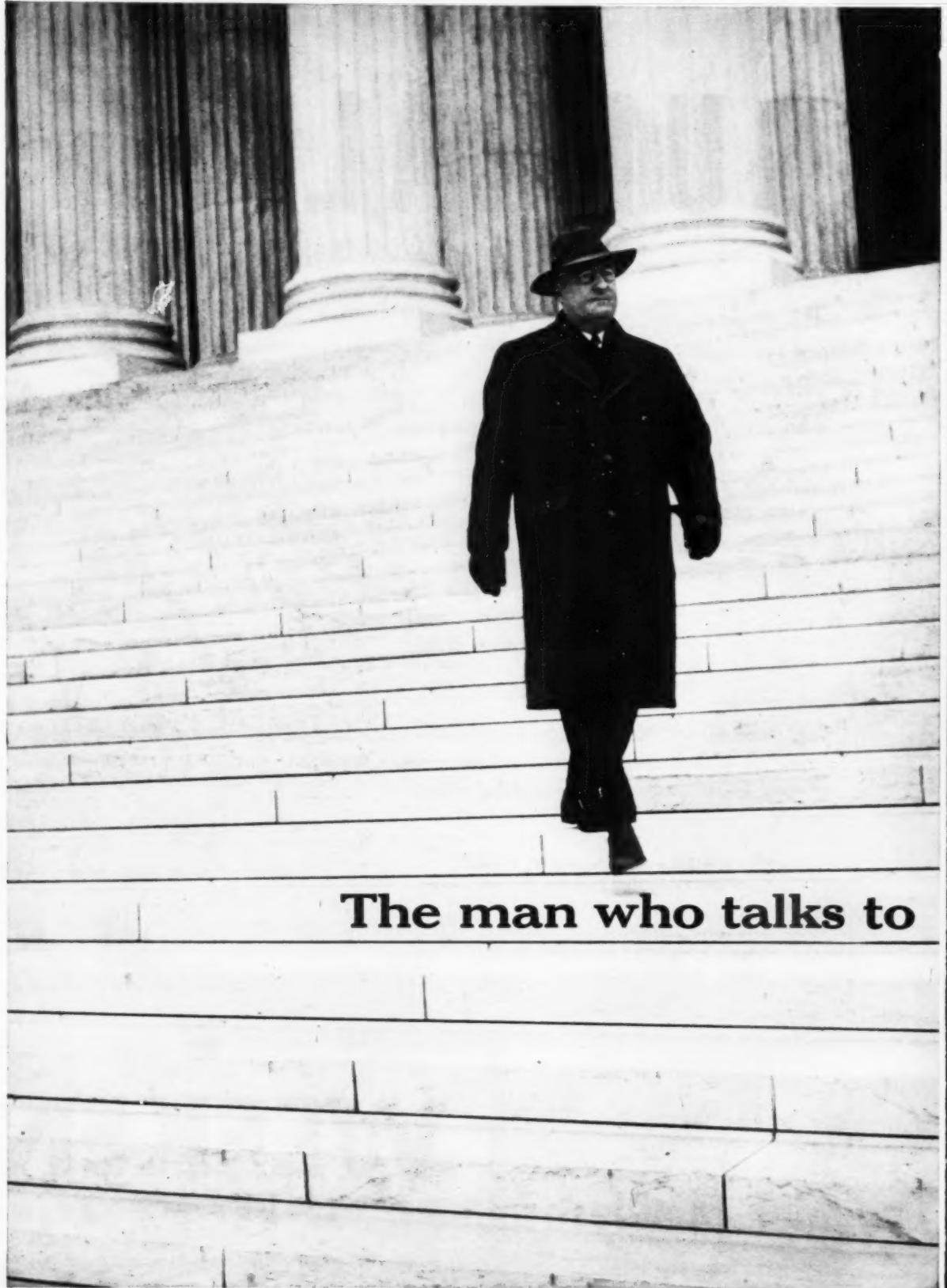
York, has been organized to serve as a national booking organization for producers and owners of motion picture television rights. Arche Mayers is president. Robert Wormhoudt, formerly sales manager of Standard Television Corp., is national sales director, and Connie Lazar, formerly television director of Film Equities Corp., is national program director. Sid Weiner, formerly with Films International, has been named national television booker. Regional booking offices also will be established.

Promotes Art Marchand

Popular Publications, New York, has appointed Art Marchand to the post of circulation director, in addition to his duties as newsstand sales manager. He replaces L. A. Schwartz, who resigned because of ill health.

Wood Joins 'New Yorker'

John I. Wood, previously associated with *Holiday*, has joined the sales staff of *The New Yorker* to work on hotel, resort and travel agency advertising.



Melcher steps up



MR. RICHARD E. MELCHER, recently of General Outdoor's New York Office, has been promoted to Resident Market Representative of the Company's Detroit Office, located in the Stephenson Bldg. Mr. Melcher has been in outdoor advertising 36 years. He brings to Detroit a knowledge of every phase of the business in both selling and operating, so that he is in a position to understand and serve the needs of GOA's national advertisers.

(Advertisement)

The man who talks to

Blackmon Joins Dallas Bank

Clifton Blackmon, formerly advertising director of the Dallas Chamber of Commerce, has joined the First National Bank in Dallas as assistant vice-president and director of advertising and public relations.

Liggett Promotes DeJane

Lois DeJane has been appointed assistant account executive of Carr Liggett Advertising, Cleveland. She has been with the agency for six years.

Robert Pfeleger Named V. P.

Robert A. Pfeleger, account executive of Meldrum & Fewsmith, Cleveland, has been named vice-president of the agency. Joe Meyer, formerly with Gilman Printing Co., has joined the agency and will work on the Glidden Co. account.

FC&B Appoints Richardson

G. B. Richardson has been named account supervisor by Foote, Cone & Belding, San Francisco, on the Western Beet Sugar Producers account.

Conway Moves Offices

Conway Advertising Products Co., Chicago, poster displays, has moved to larger quarters at 612 N. Michigan Ave. Joseph A. Bauss has been promoted to executive vice-president and Normond H. Ruck to vice-president.

Lustig to McCann-Erickson

The San Francisco office of McCann-Erickson has named Prescott T. Lustig as account executive. He was formerly with Lee Ringer Advertising, Los Angeles.

Allen Starts Drive for Rug Cushions

DETROIT, March 27—A full-color page in the March 26 issue of *Life*, a half page in color in *Better Homes & Gardens* April issue, and a half page in the May issue of *McCall's* initiate the spring ad drive of Allen Rubber-Loc rug cushions, manufactured by Allen Industries Inc. here. The ads dramatize Allen's claim

that those whose business it is to select on the basis of comparison chose this maker's product. Tie-in materials for local newspaper ads by dealers include a portfolio of mats, envelope stuffers, a display stand and counter and window pieces.

Other carpet cushion products sold nationally by Allen distributors include Rubber-Top by Allen, Neo-Tex and DeLuxe lines.

Simons-Michelson Co. here is the agency for Allen Industries.

KPAS Appoints Humbert

William Humbert, formerly manager of KVMA, Magnolia, Ark., has been named manager of KPAS, Banning, Cal. The station has just joined the Southern California Broadcasters Assn. as its 56th member.

Sag-No-Mor Appoints Macy

I. A. Wyner & Co., manufacturer of Sag-No-Mor jersey, has named Margaret Macy Advertising, New York, to handle its promotion. A fashion magazine campaign, using b&w and color pages, is planned.

There are times in Washington when what the press corps buzzes about is not the news so much as one of their own colleagues who makes news. Twice, Presidents of the United States have broken their rule against individual interviews to talk to him for publication. For leaders in Washington know, as do thousands of readers all over the country, that there is no more lucid, informed, or penetrating writing done on national affairs today than is done by Arthur Krock.

Arthur Krock has been a reporter for more than four decades. He was a full-fledged Washington correspondent when Taft was President. Since 1932, he has been chief of The Times Washington bureau, the largest maintained by any publication. His column on national affairs, "In the Nation," is an outstanding feature of The Times editorial page. Three of the men in his bureau have won Pulitzer Prizes, the highest honor in American journalism. His own distinguished reporting of Washington news has twice won the Pulitzer Prize.

Reporters and editors like Arthur Krock, pooling their skills and talents each day, help make The New York Times the interesting, authoritative, unusual newspaper it is. Readers believe in it, trust it, rely upon it.

And when readers get more out of a newspaper, advertisers get more, too. That explains why The Times has been New York's advertising leader for 32 consecutive years... and why last year it published the most advertising any New York newspaper has ever carried. There's a lot about The Times you ought to know. Let us tell you.

Presidents

1851 HUNDRETH ANNIVERSARY 1951



one of a series about the people who make The New York Times "America's most distinguished newspaper"

***ET's**

... are an important part of RCA Victor's business!

***ELECTRICAL TRANSCRIPTIONS**

of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.

Complete transcribed radio production and script-writing facilities are also available.

A-1

Quality and Service ... are always assured at RCA Victor!

LARGE or SMALL, your transcription order always gets the same careful attention... the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss... at

RCA VICTOR

Contact a Custom Record Studio today at Dept. 4-G in New York, Chicago or Hollywood

Custom Record Sales



Radio Corporation of America RCA Victor Division

EVERYWOMAN'S

EVERYWOMAN'S

NORTHEAST

Food Fair Stores, Inc.
Gristede Brothers, Inc.
Loblaw, Inc.
Loblaw Groceries Co., Ltd.
Schaffer Stores Co., Inc.
Thorofare Markets, Inc.

SOUTHEAST

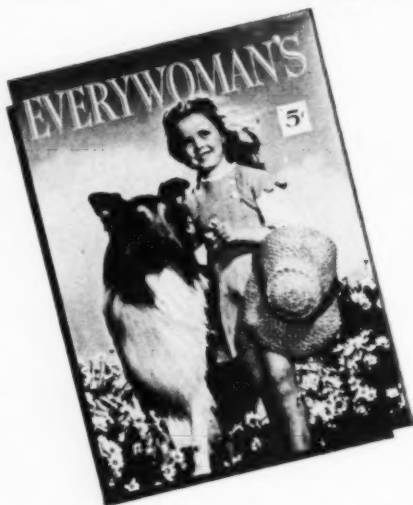
Checker Front Stores, Inc.
Childs Grocery Co., Inc.
Colonial Stores, Inc.
Henke & Pillot, Inc.
The White Stores, Inc.
Worth Food Markets

CENTRAL

Benner Tea Company
Diamond Bros.
Eisner Grocery Co.
The Fisher Bros. Co.
Hamady Bros., Inc.
Hyde & Vredenburg, Inc.
George W. Martin & Co.
McAllister Dairy Farms, Inc.
Muskegon Wholesale Co. Co-Operative
National Tea Co.
Save-Way Super Markets, Inc.
Wrigley's Stores, Inc.

PACIFIC

Alexander's Super Markets
Carty Bros.
Fitzsimmons Stores, Ltd.
Hagstrom's Food Stores, Inc.
The Market Basket
Fred Meyer, Inc.
Purity Stores, Ltd.
Robert's Public Markets, Inc.
Tradewell Stores, Inc.
Von's Grocery Co.



~~1,~~
~~1,~~
~~2~~

1,500,

net paid yearly average
effective with the

More and more and MORE women are buying EVERYWOMAN'S.

The first magazine ever to sell over 1,000,000 copies of its first issue, EVERYWOMAN'S will UP its guaranteed net sales to 1,500,000—come September!

Two months after the January issue of Everywoman's was placed on sale, the sponsoring chains had increased their monthly orders substantially, following complete sell-outs in one to ten days.

Five more chains have joined Everywoman's network of extra-volume super markets.

Readers of the first issues returned as repeat customers and brought their friends. Consumers wanted *more food and household features, more practical menus and recipes*, as well as exciting stories and rewarding non-fiction. Everywoman's is

EVERYWOMAN'S

MAGAZINE

NEW YORK

CHICAGO

ADVERTISING OFFICES:

16 East 40th Street, New York 16, N. Y.

35 East Wacker Drive, Chicago 1, Illinois

GUARANTEES...

~~000,000~~

~~50,000*~~

000

of single copy sales,
September 1951 issue!

giving them exactly what they want, and lots of it.

These are some of the reasons why, *after only three months of sales*, Everywoman's can now announce a 50% increase in its circulation guarantee!

And Everywoman's, as the point-of-purchase magazine with the tremendous merchandising follow-through, is adding daily to its large enrollment of leading advertisers.

Send for your copy of the new rate card No. 3, and sectional rate card No. 3S.

**JUNE, JULY AND
AUGUST ISSUES
AT PRESENT RATES**

**Please pardon our conservatism. If you are puzzled by the present increase of EVERYWOMAN'S circulation guarantee from 1,250,000 recently announced, to 1,500,000 effective with the September issue, the explanation is. New readers, added stores, more chains have come in so fast that the revised guarantee to 1,500,000 became an absolute "must."*

EVERYWOMAN'S rates

Effective with the September 1951 issue

Black and White

1 page	\$4125.00
2/3 page	2900.00
1/2 page	2300.00
1/3 page	1550.00
1/6 page	790.00
Agate Line	11.25

Colors—Four Colors Letterpress

Back Cover	7000.00
2nd and 3rd Covers	5475.00

Rotogravure

Inside 4 Color Page ...	5475.00
2/3 page—4 colors	4320.00

Two Colors (One Color and Black)

1 page	4950.00
2/3 page	3450.00
1/2 page	2730.00
1/3 page	1890.00

EVERYWOMAN'S board of directors

Harley V. McNamara, President,
National Tea Co.

Joseph Seltz, President,
Colonial Stores, Inc.

Arthur Rosenberg, Vice President,
Food Fair Stores, Inc.

Raymond P. Fischer, Vice President,
The Cuneo Press, Inc.

Paul Hunter, President,
Everywoman's Magazine, Inc.

16 East 40th Street, New York 16, N. Y.

WEST COAST W. F. Coleman Co., Inc.

Seattle, Wash. 1038 Henry Bldg.

San Francisco, Calif., 300 Montgomery Street

Los Angeles, Calif., 530 West 6th Street

Continental to Badillo

Continental Packing Corp. (Ponce in Puerto Rico) has appointed Publicidad Badillo Inc., San Juan, Puerto Rico, to handle advertising of its Tango fruit nectars in Puerto Rico. Tango is manufactured in Puerto Rico for distribution in the island and several Latin American countries. Continental is affiliated with Login Corp. of California.

Beck Joins Ball Agency

Paulmer Beck has joined Ted H. Ball & Co., Hollywood, as an account executive.

Sills Names Duval and Lynn

Theodore R. Sills & Co., Chicago and New York public relations concern, has named two members of the company junior partners. E. Charles Duval has been named vice-president in charge of national operations; Gerald T. Lynn has been named vice-president in charge of New York operations.

Names Spinney Ad Manager

Hazen P. Spinney, formerly on the advertising staff of *Parade*, has been named advertising manager of *Practical Home Economics*, New York.

Pillsbury Purchases Ballard & Ballard for \$12-15,000,000; Adds Southeast Facilities

MINNEAPOLIS, March 27—Pillsbury Mills Inc. has announced the purchase of Ballard & Ballard, Louisville, leading flour miller of the Southeast, for an estimated \$12-15,000,000.

Ballard & Ballard manufactures and distributes flour, feeds, flour mixes and specialty products. In addition to its headquarters and principal plants at Louisville, the company also owns and operates a feed plant at Nashville and biscuit plants at Dennison, Texas and Atlanta.

Pillsbury will operate its latest addition as a separate unit within the organization, and will retain all B&B brand names, including Obelisk family flour, Insurance feeds and OvenReady biscuits.

The transaction will not be completed until it has been reviewed by proper government authorities, a Pillsbury spokesman said.

Ballard & Ballard's total sales for the fiscal year 1949-1950 were \$30,000,000, while Pillsbury sales for the last crop year ending May 31, 1950, were \$200,900,000.

Although Pillsbury operates and distributes its products both internationally and throughout the nation, this is the first time it has had plant facilities in the Southeast.

"The improved living standards in the area, the new emphasis on dairy and poultry feeding on farms, and the industrial developments of the last few years all combine to give impetus to this

expansion of our business better to serve the South by the purchase of such a fine organization as Ballard & Ballard," P. W. Pillsbury, president, stated.

Purchase of Ballard & Ballard is the latest step in Pillsbury's program of expansion and diversification, which started in 1940 with the purchase of Globe Grain & Milling Co., Los Angeles, and the development of Pillsbury's West Coast division.

This was followed by purchase of Champion Milling & Grain Co., Clinton, Ia., in 1942, and Standard Soy Mills, Centerville, Ia., in 1943, which culminated in development of a feed and soy division of the company. In 1949 Pillsbury's bakery mix plant was constructed at Springfield, Ill., as a companion plant to the flour mill and packaging plant located there.

Personnel in the Ballard organization will remain intact, according to Pillsbury. Thurston B. Morton is chairman of the board of Ballard & Ballard, and Rogers C. B. Morton is president. Both are grandsons of one of the founders of the company.

Henri, Hurst & McDonald, Chicago, handles Ballard & Ballard advertising. Vance Pidgeon & Associates, Minneapolis, is agency for Pillsbury's bakery product pre-mixes, while Leo Burnett Inc., Chicago, has the remainder of the account.

To Make Yogourt in Seattle

Gaymont Laboratories Inc., Chicago, to facilitate production and distribution of Dr. Gaymont's Yogourt in the Pacific Northwest, has completed negotiations for the establishment of Gaymont Laboratories, western division, in Seattle. A distribution franchise also has been set up to include Washington, Oregon, Idaho, Montana, Utah, Wyoming and Colorado. Ruthrauff & Ryan, Seattle, has been named to handle advertising in the seven states. Ads are now running in local newspapers.

Schedules Golf Outing

The 14th annual advertising agency invitation golf outing, sponsored by the Chicago Dotted Line Club, has been set for Friday, June 8, at the Rolling Green Country Club.

Offers Marketing Map List

The Library of Congress, Washington, has compiled an annotated list of marketing maps of the U. S., which is available from the Card division, Library of Congress, Washington 25, at 40¢ per copy.

SEE**Movie Spurs Hog House Sales, Other Farm Building**

Read how one of BSN's supermarket lumber dealers films his own movies and takes them out into rural areas to stimulate purchase interest in better farm buildings.

April Issue**BUILDING SUPPLY NEWS**

South Western Bldg., Chicago 3

we point with pride to those TV trailers featuring Milton BERLE, Eddie CANTOR, Bob HOPE, Ed WYNN which we made for National Broadcasting Company. Telefilm Inc. Hollywood 28 Calif. Since 1938.

**GAINS 31%****MORE SALES THAN NEAREST COMPETITOR**

197,000 GRIT Families buy this one brand advertised consistently in GRIT. GRIT Families demonstrate their preference for GRIT-Advertised brands where it counts the most... at the cash-registers in 16,000 True Small Towns!

Other GRIT-Advertised grocery products earn similar preferences—a margarine, 30% increase in sales... a household product, 49% of the total market, another grocery item, annual sales volume over \$750,000.



WILLIAMSPORT, PA.

Ask Osborn, Scloraro, Maeker & Scott for the GRIT Reader Survey

Small Town America's Greatest Family Weekly —with more than 600,000 circulation

GRIT Sells for Its Advertisers—It Can Sell for You!

SHORT CLOSING DATE: LAST FORMS CLOSE MONDAY PRECEDING DATE OF ISSUE!

KANSAS CITY

NORTH
KANSAS CITY
KANSAS CITY,
KANSAS
KANSAS CITY,
MISSOURI
INDEPENDENCE

808,231

Metropolitan Area Population U. S. Census

→ 17th in America

Kansas City's metropolitan area population of 808,231 represents a gain of 121,588 or 17.7% in the last ten years. In this rapidly expanding market The Kansas City Star offers an outstanding advertising opportunity. The Star has the most thorough circulation coverage (morning, evening and Sunday) of all daily newspapers.

THE KANSAS CITY STAR

Evening - 360,842

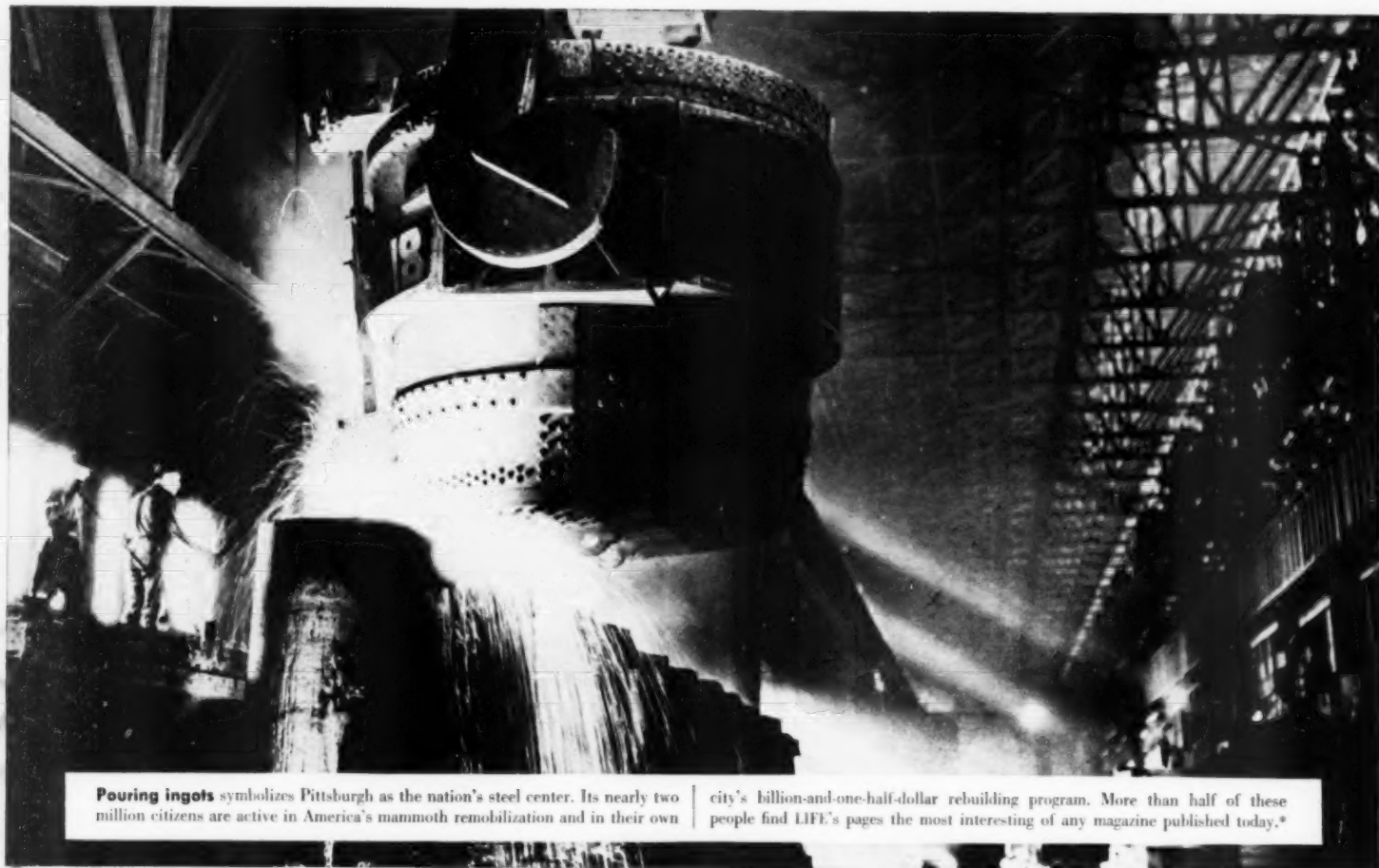
Morning - 352,140

Sunday - 376,264

Kansas City 1729 Grand
HARRISON 1200

Chicago 202 S. State St.
WEBSTER 9-0532

New York 15 E. 40th St.
Murray Hill 3-6161



Pouring ingots symbolizes Pittsburgh as the nation's steel center. Its nearly two million citizens are active in America's mammoth remodeling and in their own

city's billion-and-one-half-dollar rebuilding program. More than half of these people find LIFE's pages the most interesting of any magazine published today.*

What happens when LIFE hits Pittsburgh?

It happens every Friday, every week, soon after thousands of copies of LIFE reach Pittsburgh.

The impact is immediate, for over 400,000 people in Pittsburgh read each issue of LIFE.* The effect is reflected in LIFE's influence on careers and culture, commerce and industry, and community affairs. You see some examples on these pages.

Wherever LIFE goes . . . into every city and town in America . . . it seems to have the same impact.

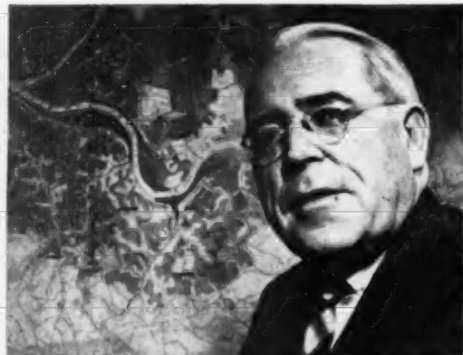
Why does it happen? Because week after week, LIFE and only LIFE—through its pictorial journalism—brings you close to the happenings of the world.

As a result, in 13 issues, over half the nation reads LIFE.* Only LIFE communicates ideas to so many people so quickly and so effectively.

Advertisers, knowing this, invest more dollars-for-selling in LIFE than in any other magazine, more than in any radio or television network.

* From *A Study of the Accumulative Audience of LIFE* by Alfred Politz Research, Inc. This study measures the number of people over age 10 who read a single issue of LIFE (23,950,000) and reveals how this audience accumulates—as occasional readers are added to regular readers—to a total of 62,600,900 different people, in thirteen issues.

CIVIC AND COMMUNITY LEADERS FEEL ITS IMPACT...



Mayor David L. Lawrence: "Pittsburghers, proud of their great rebuilding program and aware of their present responsibilities, count on LIFE to keep them informed about world-wide happenings and to keep all the world informed about their city."



Editor W. W. Forster of the Pittsburgh Press: "When Pittsburgh's three newspapers were not published for 47 days due to the strike, LIFE kept about two million metropolitan area residents in touch with the outside world with its timely news."

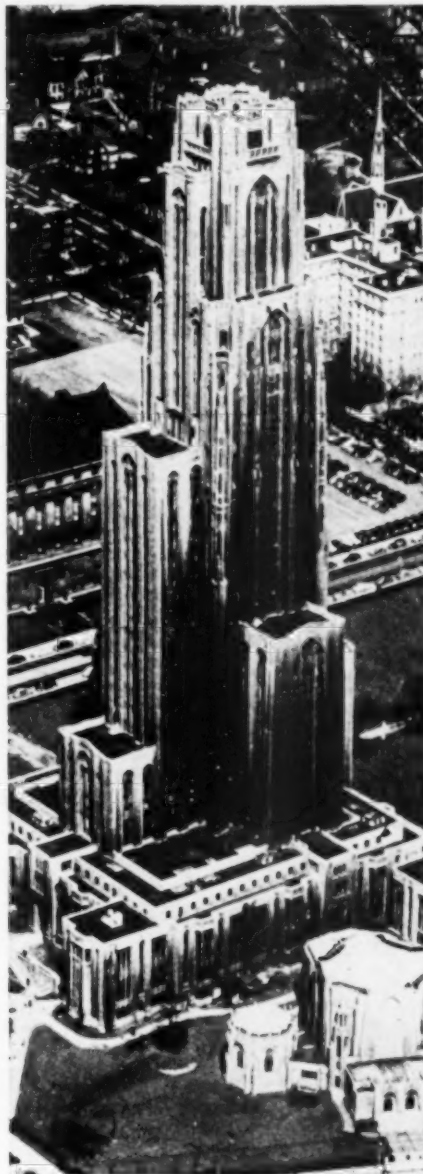


President Thomas F. Troy, Pittsburgh Chamber of Commerce: "LIFE's excellent news coverage emphasizes to Pittsburghers the essential role their city is playing in our country's remobilization of heavy industry as America's 'Arsenal of Democracy.'"

PEOPLE AND PLACES FEEL ITS POWER...



American Artist Aleta Cornelius Malm: "Since appearing in LIFE (March 20, 1949), I have received more commissions for paintings than I could possibly handle . . . enough for next year." She is one of the 31,550,000 feminine readers in LIFE's audience.*



"Cathedral of Learning" at Pitt is the tallest college building. Says Chancellor R. H. Fitzgerald: "The University of Pittsburgh recognizes LIFE as a great communicator of ideas." 77% of all college-educated Americans read LIFE.*



Guest Conductor Victor De Sabata with the Pittsburgh Symphony Orchestra appeared in LIFE. Says Symphony's Manager Edward Specter: "LIFE's story caused considerable discussion and helped to further increase interest in symphony music in Pittsburgh."



Atomic Authority Edward C. Creutz, Director of Carnegie Institute of Technology's Nuclear Research Center: "LIFE's accurate scientific articles have helped Americans to better understand the important developments taking place today in modern science."



Stair-Scrambling children appeared in LIFE's story on Pittsburgh's Community Chest Drive. Says Roy Stryker, Director of Pittsburgh Photographic Library: "I was amazed at the hundreds of inquiries that came to us from people who saw our pictures in LIFE."

COMMERCE AND INDUSTRY FEEL ITS INFLUENCE...



Retailing. Irwin D. Wolf, V.P. of Kaufmann's Department Store: "Since LIFE's second issue we have regularly identified products advertised in LIFE through tie-in store displays."



Steel. Benjamin F. Fairless, Pres. of United States Steel: "No other magazine approaches LIFE's pictorial coverage of the important news events. It continues to lead its field."



Electrical Equipment. Gwilym A. Price, Pres. of Westinghouse: "LIFE helps Pittsburghers understand the gravity of world conditions." 70% of all business executives read LIFE.*



Aluminum. Roy A. Hunt, Pres. of Aluminum Company of America: "LIFE effectively interprets American life." Mr. Hunt is one of the 31,050,000 males in LIFE's audience.*

1,000,000 ELKS—fertile field for institutional copy

One of the most selective male mass markets you can add to your schedule is delivered by The Elks Magazine. This influential audience consists of over 1,000,000 mature men, leaders in 1580 communities, heads of families with incomes twice the national average. Not only are Elks exceptionally prominent in all branches of local, state and national governments, but 51.9% are business owners. Could you find a more fertile field for the planting of institutional as well as product-selling copy?

THE
Elks
MAGAZINE

New York • Chicago • Los Angeles • Detroit • Seattle



'Industrial Ledger' Offers New Service

Industrial Ledger, Tenafly, N. J., monthly industrial tabloid newspaper, has announced a new service enabling its advertisers to imprint names and addresses of the local sales outlet along with other local data under, beside, opposite or on the same page with the national advertisement. The names of the individual dealers or distributors will appear only in the papers distributed in the territory covered by the local sales outlet. The charge for the service is \$25 per change.

Offers New Outdoor Medium

Ad-Visor Inc., St. Paul, has introduced a new outdoor advertising medium—a sun visor on which a company can imprint its sales message. The company suggests that the visors be used as giveaways at football games, fairs, parades, picnics, baseball games, etc. The price for 5,000 visors is \$39.35 for one color and \$46.10 for two colors.

WNBW Issues New Rate Card

WNBW, NBC owned and operated TV station in Washington, has issued a new rate card, No. 6, effective April 1. The new rates will be (one hour, gross): Class A, \$550; Class B, \$415; Class C, \$275. One-minute announcements and station breaks will have new rates of \$120 net for Class A; \$90 and \$60 gross for Classes B and C respectively.

2 Sign for 1-Hour TV Show

Canadian Ace Brewing Co., Chicago, for Canadian Ace beer, and Bart-Tels apparel store have signed to sponsor a new one-hour television show on WGN-TV, Chicago. The new variety revue, called the "Al Benson Show," stars Al Benson as master of ceremonies. It will be telecast on Wednesdays, 7-8 p. m., CST.

Getting Personal

T. C. Du Mond, editor of *Materials & Methods*, and a member of the Associated Business Publications speakers' bureau, lectured on business papers in the Cooperative Advertising Training course given by City College of New York. A second child, Francis David, was born to Mr. and Mrs. **Robert O'Connor**, March 10. Bob is WOR's television sports director. **Edward N. Mayer Jr.**, president of James Gray Inc., lithographing and direct mail specialist, has been elected president of the Colgate University Metropolitan New York Assn. . .

Robert C. Heyda, who was v. p. of the Jos. W. Hicks Organization in Chicago before heading public relations for Frontier Airlines, Denver, is back in the Army, assigned to the headquarters staff, Fifth Army, Chicago. . .

Arthur C. Kaufmann, executive head of Gimbel Bros., Philadelphia, has been named honorary chairman of Philadelphia's 24th Educational Week for the Blind. He succeeds the late Ellis A. Gimbel. Also, Mr. Kaufmann was a speaker at the launching of a new City of Philadelphia tug which was named for the late merchant-philanthropist.

Patricia Constance arrived on the scene Feb. 28 to keep things lively for **David Kimble**, promotion manager at WBBM, Chicago, and his wife, **Constance**, promotion manager at WIND. . .

A letter from Punta Gorda, Fla., signed by **Larry Meyer's** fishing secretary, reports that the fish are non-cooperative but, if and when Larry gets his boatload, the catch will be consigned to a South Water Market firm in Chicago for distribution. The International Cellucotton ad manager will return soon to do his own explaining. . .



SOUTHERN BOUND—William R. Baker Jr., president of Benton & Bowles, and Mrs. Baker pose on board the Santa Rosa prior to sailing for a 12-day Caribbean and South American cruise.

Adolph L. Bloch, president of the Portland, Ore., agency of that name, gave a reception at his home for the staff in celebration of the company's 29th anniversary. . .

Slated for an April 6 wedding are **Eloise McElhone** of New York and **William Paul Warwick**, radio and TV director at Warwick & Legler. Father of the bridegroom is **H. Paul Warwick**, the agency's president. . . Nancy Jane Kulp, former

writer at WTVJ, Miami, Fla., was married to **Charles Malcolm Dacus**, WTVJ account executive, on April 1. . .

Revill J. Fox of MacGruder-Bakewell-Kostka, Denver agency, has been elected an honorary professional member of the Merlin H. Aylesworth chapter of Alpha Delta Sigma at the University of Denver. . .

It's a double header for Tom Carson of the staff of WJW, Cleveland. On March 26 he was promoted to sports director of the station, and on April 28 he will wed Helen Mantz, secretary to **Roger Albright**, WJW promotion manager. . .

Samuel Cherr, v. p. and merchandising director of Young & Rubicam, New York, has joined the board of governors of the American Financial & Development Corp. for Israel, and so will have a hand in the forthcoming bond issue to be floated in the U. S. by the State of Israel. . .

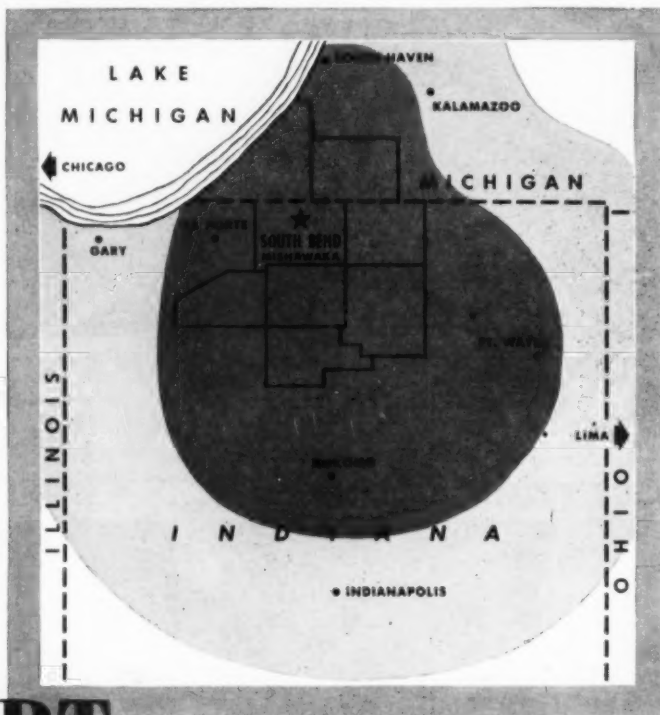
On the back-to-active-duty list are **William G. McCarthy**, radio and TV director at J. Walter Thompson Co., New York, recalled by the Marine Corps; **Malcolm Smith**, Portland, Ore., manager for West-Holliday, reporting to the Portland Air Force base as an intelligence officer; **Homer Groening**, account exec in the Portland office of Botsford, Constantine & Gardner (Air Force); and **Tom Para**, MBS central division account exec, reporting to Washington, D. C. . .

E. Preston Stover, manager of program operations for WPTZ, the Philco television station in Philadelphia, and **Harold J. Pannepacker**, commercial representative, celebrated their 5th anniversary with the station on March 1. Both originally were cameramen. . .

Robert G. Wilder, a member of the public relations staff of Lewis & Gilman, Philadelphia, is busy these days on public service work. He is chairman of a public relations committee to advise the National Production Authority in the Philadelphia area. He also is chairman of meetings and events for the 1951 Red Cross fund campaign. . .

Herbert V. Akerberg, CBS vice-president in charge of station relations, is honeymooning with the former Dorothy Kennedy Doyle in Tucson. **Bill Quinn** of WBTW's production department, Charlotte, N. C., and his wife Emma have welcomed their own latest production, Patrick Charles, into the family. . .

Allan Rinehart, member of the firm of Beaver Engraving Co., Portland, Ore., has been named chairman of the Portland school board. . . The first annual presentation of the John J. Gillin Jr. Memorial Award was made recently to **J. O. Blick**, president, Station CJOB, Winnipeg, for "outstanding community service in the interest of charity." . . **Albert J. Rolland**, president of Publicaciones Rolland, Mexico City, has arrived in New York for a six-month stay in the U. S. . .

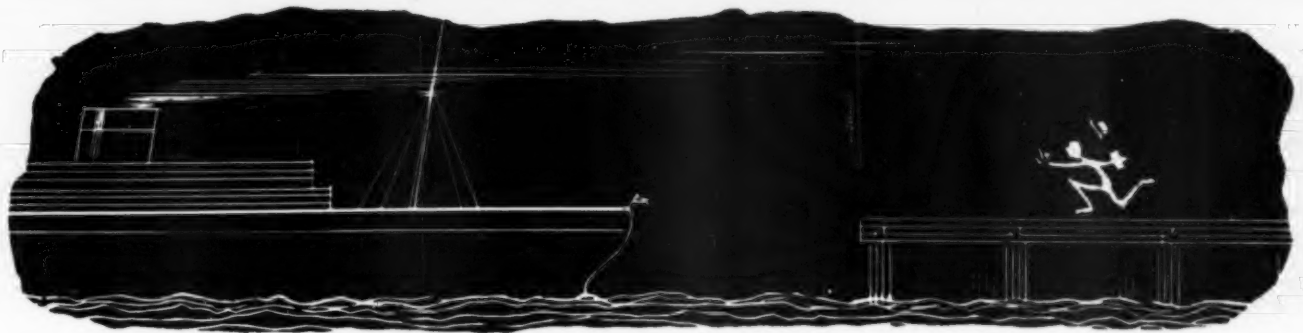


WSBT SELLS A MARKET THAT'S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates—with listener ratings above network averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from \$1,435,547,000 to \$1,597,850,000. . . In this important sales area, WSBT is the best loved voice—and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE





Don't miss the boat!

Careful advertisers of products and services for the corporate market and the top consumer market are missing the boat unless they advertise in

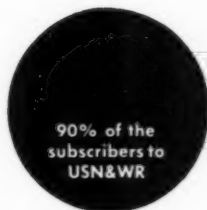
U.S. News & World Report

WHY?

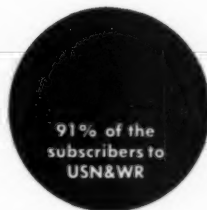
BECAUSE

Personal interviews made by Benson & Benson, Inc. of Princeton, New Jersey, showed an overwhelming non-duplication between
U.S. NEWS & WORLD REPORT
and the following magazines:

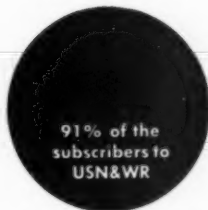
**BUSINESS WEEK
FORTUNE
NATION'S BUSINESS
NEWSWEEK
TIME**



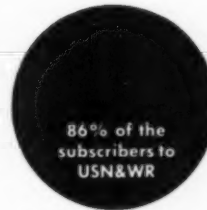
do NOT subscribe to
Business Week



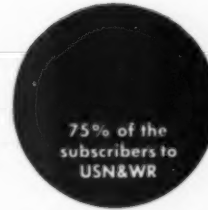
do NOT subscribe to
Fortune



do NOT subscribe to
Nation's Business



do NOT subscribe to
Newsweek



do NOT subscribe to
Time

The accuracy of the non-duplication study (from which the above figures are taken) is indicated by one of the questions in another study independently made by one of the five largest advertising agencies in the country.

A cross-section of the subscribers to U.S. NEWS & WORLD REPORT were asked by the agency:

"WHAT MAGAZINES DO YOU READ REGULARLY?"

Here are the NON-DUPLICATION results as applied to the magazines shown above—

88.54%
do NOT read
Business Week
regularly

88.96%
do NOT read
Fortune
regularly

90.83%
do NOT read
Nation's Business
regularly

77.29%
do NOT read
Newsweek
regularly

68.75%
do NOT read
Time
regularly

Sell these 400,000 Very Important PURCHASERS first!

U.S. News & World Report

WASHINGTON
Circulation guaranteed 350,000

NEW YORK
BOSTON • CHICAGO • CLEVELAND • DETROIT • PHILADELPHIA • SAN FRANCISCO

Read for a purpose—by more than 1,200,000 intelligent men and women in 350,000 homes

~~350,000~~
400,000

Cynicism of Courts Hurts Advertising, Digges Tells ANA

Hot Springs, Va., March 28—Advertising is threatened because of what some advertisers do, and courts and administrative agencies exhibit a growing cynicism toward advertising strategy accepted with-

ANA Meeting

out question in the advertising business itself.

This is the analysis of Isaac W. Digges, one of the most skilled of advertising attorneys, and counsel to the Assn. of National Advertisers, in a speech made to the ANA today.

Mr. Digges believes that *advertisers* and *advertising* are mixed in the judicial mind; that the values of advertising are frequently obscured by the actions of advertisers. He quoted extensively from recent litigation to show that courts tend increasingly to put the burden of proof on the advertiser, and to illustrate a growing wariness on the part of the courts when confronted with advertising claims.

■ In Mr. Digges' opinion there must be:

1. A clearer understanding on the part of advertisers and agencies that many current advertising practices are striking at the basic values of advertising, particularly in radio and television. The attorney urged more self-restraint, but pointed out that the judicial branch is beginning to assert itself, and is not waiting for new legislation.

2. An understanding on the part of judges of the basic function of advertising, and property rights and property values in good will should be protected by courts.

3. The FTC should exercise restraint in its scrutiny of advertising messages, and should avoid "magnifying the picayune," and recall that the commission was created to free commerce, not to shackle it.

Earlier, Mr. Digges characterized the current stage of the law of advertising and marketing as the "judicial" stage, in which "the outstanding characteristic... is suspicion of the advertising claim... Advertising, in a psychological sense, stands before the bar of justice presumptively guilty, until it can prove itself innocent by solid, believable testimony."

R&H Beer Appoints SSC&B

Rubsam & Horrmann Brewing Co. has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle advertising for R&H Beer, effective April 1. Paris & Peart has had the account.

Marvin Slay Joins KOIN

Marvin Slay, formerly with the Portland, Ore., office of Pacific National Advertising, has joined KOIN, Portland, as script and copywriter.

Dickie Shifts Eckman

Richard B. Eckman, formerly in the creative department of the Boston office of Dickie-Raymond Inc., merchandising and sales promotion counsel, has joined the creative contact staff of the organization's New York office.

Gets Insurance Account

Union Labor Life Insurance Co., New York, has retained William von Zehle & Co., New York, to handle its advertising.

Ellington's in New York

AA's agency billings issue (March 5) inadvertently listed Ellington & Co. as located in Philadelphia. The agency actually has headquarters in New York and maintains no branch office in Philadelphia.

Don Ellis Joins Tyson

Don Ellis, formerly with Conti Advertising, has joined O. S. Tyson & Co., New York, as an assistant account executive.

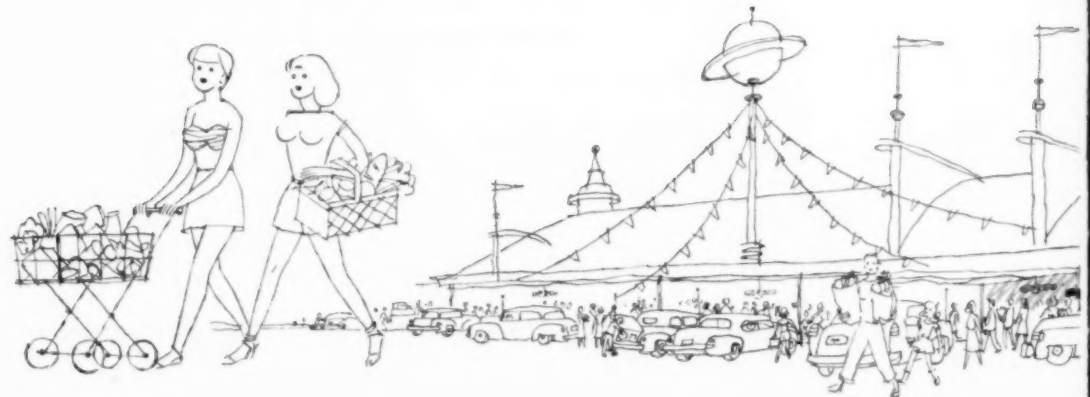
Names D'Olier Ad Head

General Refractories Co., Philadelphia, has named Franklin D'Olier Jr., formerly advertising and sales promotion manager, as director of advertising and public relations.

Shifts Wm. Rockett

Wm. A. Rockett, production manager of Chambers & Wiswell, Boston, has been named to the new business division of the sales department.

Summer is only colossal!



READ...

From Drab To
Dream House in
Words & Pictures

For those who think it nicer in the country, PB for April presents 36 pictorial ideas for remodeling an old farm house into a modern country home.

April
Issue

"PRACTICAL
BUILDER"

3 South Wabash Ave., Chicago 3

Larsen Joins Byer & Bowman

Max Larsen, formerly with Norman Malone & Associates, Akron, has been named an account executive in the public relations department of Byer & Bowman Advertising Agency, Columbus, O.

Becomes Fradkin Advertising

Charlop-Fradkin Advertising, New York, has changed its name to Fradkin Advertising. The agency also has moved to larger quarters at 155 E. 40th St.

Troubles of Young Admen Told by Ludgin

CHICAGO, March 27—Boy, page Leo Burnett, Ray Rubicam, Bruce Barton and other top-drawer agency men who are always willing to extend a helping hand to the youngsters who may become tomorrow's advertising tycoons.

This call was sounded Monday at a meeting of Chicago Post 170, American Legion, by Earle Ludgin, head of the Chicago agency of that

name, after he recited the vicissitudes of his son in landing an agency job. It seems an ironclad rule prevents Ludgin and his partners from hiring their own sons in the saga of "from president's son to president in three months."

Mr. Ludgin's main thesis was that, with so much advertising brains ready to help, and so many youngsters in need of that assist-

ance, it would be a simple matter to establish a training course for young men and women which would really train them instead of filling them with misconceptions.

■ It is time, Mr. Ludgin contended, for advertising men to stop telling aspirants to go to work for Sears, Roebuck or Montgomery Ward and, instead, really help them. This is true in spite of the fact that Earle Ludgin Jr., or II, has finally

connected with Foote, Cone & Belding.

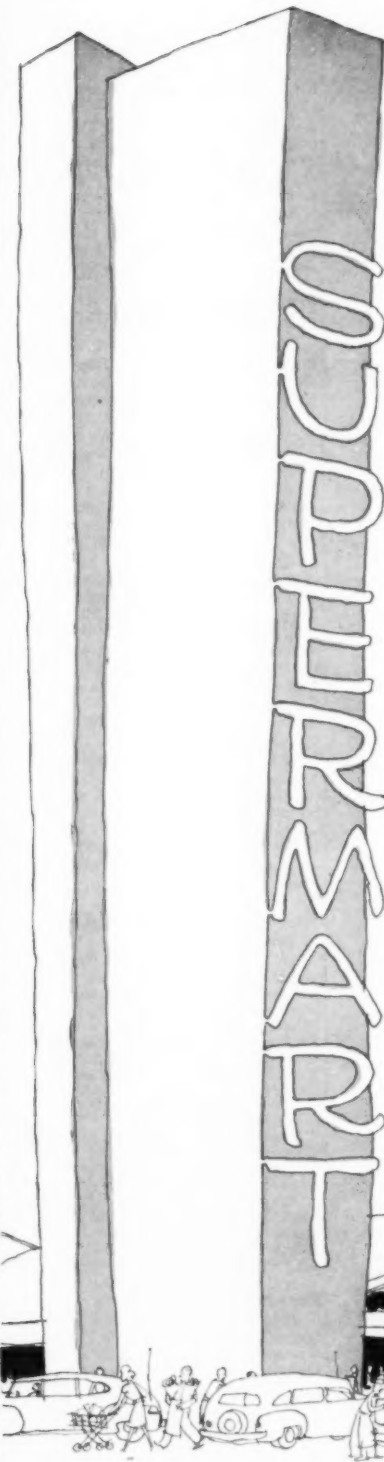
(Mr. Ludgin admitted he perpetrated a grave injustice on his son by naming the offspring for the sire. Everyone is entitled to a name of his own, he argued.)

Sign 'Famous American' Series

The Four Dodgemen, consisting of four southern California Dodge dealers, have signed to sponsor the "Famous American" series of films made at Republic Studios by Emerson Films for Encyclopaedia Britannica, on KECA-TV, Los Angeles. The half-hour film series will run for 26 weeks. Lee Ringer Advertising, Los Angeles, is the agency for the Dodgemen.

KNBH Promotes Albert Cole

Albert V. Cole has been promoted to program manager of KNBH, Los Angeles. He had been production supervisor of the station. Mr. Cole succeeds Robert V. Brown, who has been named to supervise production of NBC-U. S. Navy documentary series soon to be made of sea action in the Pacific.



Take a long look at Southern California in the Summertime.

In this land of superlatives nearly 1/4 of all retail sales (24.4%) are made in June, July, August. Summer food store sales of \$1,473,577,000 are higher than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year... and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the largest share of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California....

KNX Los Angeles

Source material on request.

Amazing
INK-PEN-CIL

by **FISHER**

- Same size as a pencil
- Feels like a pencil
- Writes like a pencil
- Always sharp
- Lasts as long as 12 lead pencils
- A wonderful advertising medium at an amazingly low price

Only **25c**
LIST

Can be imprinted with **YOUR** message

← OPEN Fisher Lubricated Point →

CLOSED

FISHER
No. 100
Durilium Tipped
Cushion Point
PEN \$1.00 ONLY
LIST

- 187% more writing
- Chrome cap
- Colored plastic bodies
- Guaranteed never to leak or smear
- Imprinted to suit

Inquiries invited

FISHER PEN COMPANY
757 Waveland Ave.
Chicago 13, Illinois

B&B Appoints Selby

H. G. Selby, buyer on the Crosley account at Benton & Bowles, New York, for the past two years, has been appointed manager of publication media at the agency.

**Names Harrington-Richards**

Harrington-Richards, division of Fletcher D. Richards Inc., San Francisco, has been appointed to handle all advertising and merchandising for Italian Swiss Colony's premium brand, Asti wines.

Appoints Len Boyd

Len Boyd has joined Elliott, Daly & Sherman, San Francisco agency, as account executive. He formerly was advertising manager of Tim Griffin & Son, San Francisco furniture store.

Ed Pope Joins Kenilworth

Ed Pope, former account executive at J. Walter Thompson Co., has become sales representative in charge of new business for the Kenilworth Press Inc., Kenilworth Corp., and Advertising Composition Inc. All three companies, located in New York, are under the same management.

FC&B Names Goldsmith

Wallace H. Goldsmith II, previously in the Chicago office of Foote, Cone & Belding, has been

appointed regional director for Brazil. He will be stationed in the Rio de Janeiro office of the agency's associate company, Standard Propaganda. Fernando Rincon has moved to Mexico, where he will be in charge of FC&B's public relations work in that country.

James Susong Forms Agency

James H. Susong, formerly with Couchman Advertising Agency, Dallas, has opened his own agency, James H. Susong Advertising Agency, in the Commercial Bldg., Dallas.

Kleerex Effective, Says Circuit Court

CHICAGO, March 27—The circuit court of appeals here has ruled against a Federal Trade Commission order that Kleerex Co.'s Kleerex is not an effective remedy or treatment for pimples. The Chicago and St. Paul company had previously agreed to the FTC ruling in so far as it ordered Kleerex not to advertise that the product will clear up pimples overnight.

In its cease and desist order, the commission had overruled its own examiner's proposed report recommending that the FTC permit the manufacturer to advertise Kleerex as an effective remedy or treatment. FTC attorneys took the position that the FTC had the right to overrule its examiner, and said his report was not of interest to the court.

Judge F. Ryan Duffy of the circuit court said in his opinion, however, that an examiner's proposed report is as much a part of a case as a witness' testimony. He said it was difficult to understand why the commission acted as it did and why it had proceeded to "make a mountain out of a pimple."

CO-OP LOSES CASE INVOLVING FAIR TRADE

PHILADELPHIA, March 27—The third U. S. circuit court of appeals here set a precedent on March 21 by ruling that it is a violation of the Pennsylvania Fair Trade Act for a cooperative to sell fair trade merchandise for less than the minimum prices set by the manufacturer.

The decision was against the Civil Service Employees' Cooperative Assn. here and upheld a decision of last August made by federal Judge William H. Kirkpatrick. The suit was brought by Sunbeam Corp., which had an injunction issued against the cooperative restraining it from selling Sunbeam products at below minimum cost.

However, the court set aside Sunbeam's award of profits on the basis that the company received the same for the appliances from the cooperative that it charged regular contract customers.

The court of appeals also rejected the contention of the cooperative that it was not subject to the Pennsylvania Fair Trade Act because it is not a retail establishment.

Somnyl Appropriates \$250,000 to Introduce Nu-Pax

Nu-Pax, a non-habit forming sedative for the relief of nervous insomnia, will be introduced to the drug trade by April 15, to be followed by an initial advertising expenditure of \$250,000 in the New York area. Emil Mogul Co., New York, is handling promotion for the product, which is manufactured by Somnyl Pharmaceutical Corp. of America, New York.

Beginning the first week in May, subway station posters, spot radio and television and ads in the *New York Daily News*, ranging in size from 800 to 1,000 lines, will be used. A market by market campaign for national distribution is planned, but it is not known how long this will take.

Schedules 3 Trade Shows

The National Assn. of Variety Stores Inc. has announced it will sponsor three 5¢ to \$5 merchandise trade shows. One show will be conducted in Dallas at the Baker Hotel, July 15-17. For five days beginning July 29, the association will sponsor a show in the La Salle Hotel, Chicago. The third show will be held in the Municipal Auditorium, Atlanta, Aug. 12-14.

Howard Hat Names Agency

Howard Hat Stores, New York, has appointed William Warren, Jackson & Delaney, New York, to handle advertising. Small space in newspapers and spot radio is being used.

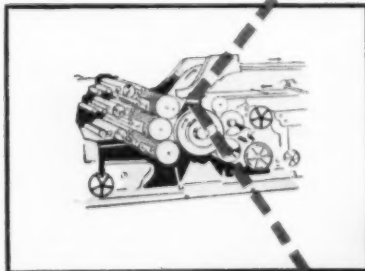
EASY ON THE PRESS...

EASY ON THE EYES...

INTERNATIONAL

HUDSON GLOSS

There is a difference—you get clean, sharp
halftone reproduction and good appearance
with smooth-surfaced **Hudson Gloss**. It's versatile too,
perfect for recipe booklets, house organs, broad-
sides and advertising literature... on either
flatbed or rotary letterpress.



INTERNATIONAL PAPERS

for printing and converting



BIRTHDAY PRESENT

The February issue of Modern Screen hit 1,340,000 circulation.

This high point reflects Modern Screen's editorial quality and its leadership of screen magazines on the newsstands of America.

It's particularly appropriate on Modern Screen's 20th anniversary — marking 20 years of solid development and growth.

George T. Delacorte
President
Dell Publishing Company, Inc.

Chirurg Ups Shepardson

Wallace L. Shepardson has been appointed vice-president and general manager of the Boston office of James Thomas Chirurg Co. Mr. Shepardson joined the Chirurg agency in 1947 as account manager.

Sponsors 'Anderson Show'

American Vitamin Associates, Los Angeles, has signed to sponsor "The Carrot Top Anderson Show," on KECA-TV, Los Angeles. The program is a western musical. Counselors Agency, Hollywood, is the agency.

General Comics Changes Name to Pictorial Media

General Comics Inc., New York, producer of "Picture Continuity for Business and Industry," has changed its name to Pictorial Media. General Comics will be retained as a division of Pictorial.

The company made the name change because it felt that "comics" was a misnomer for the public relations, advertisements, sales training and other features in which it specialized. Its clients include General Electric, Swift & Co., International Paper, Alcoa, General Motors and United Steel.

Siebenthaler to Wagenseil

Hugo Wagenseil & Associates, Dayton, has been named by Siebenthaler Co., Dayton, landscape nursery, to handle the national advertising-promotion program for its Moraine locust tree.

Adamsson Named V. P.

J. Adamsson has been named vice-president of Dasho-Rogers Inc., Chicago public relations concern.

Publicity Agency Says TV Costs Can Be Cut by Using 7-Man Writing Teams for Scripts

CHICAGO, March 27—Production costs and overhead for television shows can be cut by using specialized writing teams on a contract basis, according to Elston-Nichols Co., local publicity agency.

The company handles writing exclusively, and does not get into producing, directing or other phases of TV not involving script preparation.

When it contracts to write a show, Elston-Nichols says, it puts seven people to work on it, including specialists in research, story line and ideas, visual treatment, oral, music, TV technique, and merchandising.

By working on a contract basis the company feels that it can provide even the smallest agency, sponsor, station or package show producer with a staff that few telecasters could afford for their own requirements. In addition to a full-

time staff, the agency has more than 30 writers who work on a parttime basis, which makes it possible to form many different types of specialized writing teams.

■ The biggest cost in television today is sloppy writing, according to Al Griffin, Elston-Nichols account executive.

"Starting right from rehearsal," he said, "writing a tight show cuts costs sharply. Many TV people do not realize that in terms of energy, talent costs, studio charges, overhead, etc., rehearsal time costs more than air time, and tight writing can eliminate a lot of it."

"Furthermore, tight writing enables actors and directors to concentrate on what really counts... action and dialog that they know will be going out over live air."

"Too many shows have elaborate sets, needless talent, complicated camera work, and even mob scenes; it is now fairly well established that ingenuity is a pretty good substitute for money, especially if you know how to concentrate an audience's attention on what you want it to look at. Light, for instance, costs less than paint."

To date, most of Elston-Nichols' work has been done for accounts in Chicago and the Midwest, but the agency is opening a New York office in May, and an office in Hollywood is scheduled to open this fall.

Aquascutum Launches Drive

Aquascutum Ltd. of London, England, manufacturer of all-weather coats for men and women, has launched a 100th anniversary campaign. Ads will appear in daily newspapers across Canada, tying in with dealer campaigns, and using the slogan "round the world—over a century." Magazines will feature British spot illustrations. Walsh Advertising Co., Montreal, is the agency.

Opens Display Sign Contest

The Pasadena chapter of the American Institute of Architects has announced its first competition to develop improvements of display signs for architects. The awards jury consists of Robert J. McAndrews, Southern California Broadcasters Assn.; Evald C. Moller, president of the Pasadena Chamber of Commerce; and Walter Hagedohm, architect.

Schedule Electronic Exhibit

The seventh annual Pacific Electronic Exhibit will be held Aug. 22-24 in the San Francisco Civic Auditorium. The annual exhibit is on a non-profit basis under the auspices of the West Coast Electronic Manufacturers Assn. The annual West Coast convention of the Institute of Radio Engineers also will be held at the same time and place.

Consolidated Elects Reid

R. Pierce Reid, vice-president and general manager of Consolidated Lithograph Mfg. Co., Montreal, has been elected president and general manager. He succeeds the late Lt. Col. C. W. MacLean. W. T. K. Collier, a director for several years, has been named vice-president.

Co-op Appoints Griffith

Florida Citrus Cannery Cooperative, Lake Wales, Fla., which handles about 10% of the processed products packed from Florida orange, grapefruit and tangerine crops, has appointed Griffith-McCarthy Inc., Tampa, as its agency.

Sell the "HEART" of the Family

12x9 1/2 page size.



America's LEADING MONTHLY to Families with YOUNGER CHILDREN

Write for Market Data Folder A 1018 S. Wabash Ave., Chicago

... in the years of HEAVIEST SPENDING AT HOME

The Oregonian

reaches

MORE WOMEN...



than any other selling medium in the Oregon Market!

FIRST in influential
FIRST in circulation!
Daily . . . 224,314
Sunday 280,045
FIRST in advertising!
lowest in milline cost

the Oregonian
PORTLAND, OREGON
The Great Newspaper of the West

REPRESENTED NATIONALLY BY MOIDNEY, REGAN & SCHMITT, INC.

Always Dependable Quality and Service
TWIN CITY ENGRAVING COMPANY
208 S. STATE ST. ST. JOSEPH, MICH.
PHOTO ENGRAVING-ART-COPY-LAYOUT
A ONE COLUMN CUT OR A COMPLETE COLOR BOOKLET

This Week In Washington

By STANLEY E. COHEN, Washington Editor

Broadcasters Needn't Worry About Wartime Restrictions

WASHINGTON, March 29—Defense and Federal Communications Commission technicians played host Monday to more than 1,000 broadcasters and telecasters who turned up for a "closed" meeting on radio operations under wartime conditions.

The big turnout undoubtedly reflected alarm that has spread through the industry, despite official denial of rumors, that the government intends to "take over" in order to avoid electro-magnetic signals which would home enemy bombers and missiles to U. S. cities.

Since a big meeting of this kind would inevitably spawn more rumors, members of the press were permitted to attend—provided they promised not to report the proceedings.

If I were free to report what went on, I suspect it would fortify your faith in the sincerity and ingenuity of the government and industry people handling the problem and would give very little aid or comfort to the enemy. In any event, I freely bear witness to the fact that nothing transpired which should cause any friend of radio or TV to lose sleep.

Defense officials, from Charles E. Wilson down, brim with optimism. Barring the unforeseen, Mr. Wilson is confident that mobilization and industrial expansion will be concluded in the next 18 months. Manly Fleischmann, capable young head of National Production Authority, says the program is ahead of schedule.

American industry has slipped back into the mobilization harness so effectively that there is no thought whatever of stopping consumer durables production. In fact, many officials believe cutbacks will never be much in excess of the 20% which becomes effective April 1.

Latest government agency to take a pasting in the Supreme Court is the Food and Drug Administration. In a 7-2 decision Monday, the court tossed out Food and Drug's effort to block sale of a product clearly labeled "imitation jam."

Said Justice Frankfurter: "It is unequivocally labeled imitation jam. A product so labeled is described with precise accuracy. It neither conveys any ambiguity nor emanates any untrue innuendo."

Topside government officials say the St. Lawrence Waterway "is inevitable."

Debate which has run for nearly 20 years will be crystallized by the nation's need for iron ore from Labrador.

One toponotch business man, now a "bureaucrat," said "I once knew a hundred and one reasons why the St. Lawrence Waterway should be blocked. The iron ore situation has completely changed the picture."

Federal Trade Commission Chairman James Mead warns durables producers to be careful about ads that promote products containing substitute materials. "If substitute products have to be introduced in a well known product," he says, "it becomes highly important for the advertiser to exercise care in seeing that the buying public has reasonable oppor-

tunity to avoid misunderstanding."

The House ways and means committee has finished hearings on the \$10 billion "first step" tax bill, and is working on a report. But even if the House were to act by May 1, the Senate finance committee will need 90 days for hearings, bringing the tax bill through

mid-summer.

That means you can count on present personal income taxes until Oct. 1. Higher corporation taxes may be retroactive to July 1, however.

Treasury's payroll savings drive for defense bonds was one of the few government operations making sufficient impression to get a direct compliment from members of the House appropriations committee. Signifying their "appreciation," House members over-rode the committee, clipped \$1,000,000 off the saving bond promotion fund. One high-riding coalition member cracked: "The bonds are being over-sold, anyway."

Packaging Substitutes to Be Stressed at Conference

The outlook for packaging materials and the extent to which substitutes will have to be used in coming months will be forecast at a panel session featuring the National Packaging Conference at Atlantic City on April 17-19. Prospects for foil and metal containers, glass, paper, paperboard, plastics, closures, wood and adhesives will be discussed.

Included on the panel, which will be led by A. Douglas Murphy, packaging coordinator for the Standard Oil Co. of New Jersey, will be representatives of government, industry and industry associations.

The packaging conference will be sponsored by the American Management Assn. and will be

held in conjunction with the 20th National Packaging Exposition.

Hearn Joins Union Pacific

Lloyd Hearn, formerly assistant publicity manager of the Los Angeles Chamber of Commerce, has joined the publicity office of the Union Pacific Railroad in Los Angeles. He is succeeded by Steve Baer, who has been managing editor of the chamber's house organ, "Southern California Business."

Three Name Stempel Agency

I. R. Stempel Advertising, New York, has been appointed agency for Embee Sunshade Co.; Emil Katz, manufacturer of lace and fancy fabrics, and H. A. Stern, manufacturer of surgical instruments.



MORE AGATE LINES. One way to measure the selling power of a medium is through its classified advertising. In Washington, D. C., The Star carries more individual classified ads than all 3 other papers combined.



MORE DISPLAY LINES. National and local display advertisers also turn their biggest selling jobs over to The Star—with more display advertising, consistently, than any other local paper—31,137,197 lines in 1950.

No Matter How You Look at it . . .

No. 1 in the Nation's Capital

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by: O'Mara and Ormbee, Inc., 420 Lexington Ave., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11. Member: Bureau of Advertising, ANPA Metropolitan Group, Audit Bureau of Circulation.

THE EVENING STAR BROADCASTING COMPANY OWNS AND OPERATES STATIONS WMAL, WMAL-FM AND WMAL-TV

Dairy Association Budget in '51 Will Exceed \$2,000,000

CHICAGO, March 27—American Dairy Assn. advertising expenditures during the next fiscal year will pass the \$2,000,000 mark, delegates to the 12th annual ADA meeting here were told last week.

Spearhead of the expanded dairy promotion program is a new weekly radio show over the full National Broadcasting Co. network featuring David Lawrence, editor of *U. S. News & World Report*.

The new show, "David Lawrence from Washington," will be aired Sunday afternoons (3:30 to 3:45 p. m., EST), beginning April 1, through special arrangement with the magazine.

Announcement of the sponsorship of Mr. Lawrence was made following speeches by C. R. Schooby, ADA president, and Ray Mithun, president of Campbell-Mithun, which handles the association's advertising.

Mr. Mithun told the group that "the American public has become immune" to ordinary sales propaganda. "We must use mass power in mass communications media."

In order to accomplish ADA objectives, he continued, the association and its agency plan to perfect a completely integrated program at least a year in advance, so as to take full advantage of the potential benefits of tie-in advertising.

During the coming year, the dairy group will seek to build good will toward dairy farmers on the part of consumers as well as to create greater demand for dairy products.

Commercials on the David Lawrence show will point up the nutritive values in dairy products and also stress the contribution which individual dairy farmers make to the American economy.

As Mr. Schooby phrased it, "Washington and the federal government need light and enlightenment. The public needs to have understanding of the simple facts necessary to keep milk production at a continuing high level."

Since 1941, he continued, production of all food in the U. S. has increased 22%, while the population has gone up 14%. Yet milk production was only up 4% over

1941. The rate of food production increase is five times the rate of increase in milk production.

In addition to the new radio show, the dairy producers will continue—and expand—their advertising in magazines, newspapers, outdoor posters and on television.

The ADA, which has successfully explored the possibilities in tie-in advertising during the past few years, will conduct more special campaigns in the future.

In September, for example, copy will feature milk, butter and cheese in luncheon menus. October is the annual "cheese festival" month—with appropriate suggestions for serving cheese. November ads will boost pies (and evaporated milk), plus bread and butter as a typical American food. Each month's advertising will, in effect, be a separate campaign, though the entire series will be designed to accent the "goodness" in dairy foods, and the importance

of all dairy products in a balanced diet.

Details of the media schedule for the 1951 campaign probably will not be completed for about three or four weeks.

Becomes 'Ski West'

Skier's Informant, Portland, Ore., official publication of the Pacific Northwestern Ski Assn., has changed its name to *Ski West*. The *Newsmagazine of Pacific Northwest Skiing*.

Kromex Appoints Ohio

Kromex Corp., Cleveland, housewares manufacturer, has appointed Ohio Advertising Agency, Cleveland, as its agency. Trade publications will be used, followed by newspapers and consumer publications.

Dray Joins Malone Agency

Herbert W. Dray, formerly sales and advertising manager of Paravox Inc., Cleveland, has joined Norman Malone & Associates, Akron.

The Iron Age

first
with the reader
... the
advertising leader

READERSHIP

Analysis by Daniel Starch & Staff PROVES thorough cover-to-cover readership.

MARKET

Over 200,000 leading businessmen who shoulder the responsibilities of both industry and the 3200 communities in which they live.

SALES

72.1% of all Kiwanians control the buying in their businesses — 83.3% in upper-middle or high income brackets. These prospects can be yours at low cost.

Complete Readership and Market information available on request

The **KIWANIS** Magazine

PUBLISHED FOR COMMUNITY LEADERS
120 N. Michigan Ave. Chicago 11, Ill.

CHILTON



Chilton Publications
Are Leaders
In Their Respective Fields

Duffy Organizes Agency

John J. Duffy, formerly with Belden & Hickox, Cleveland, has opened his own agency at 1836 Euclid Ave., Cleveland. The agency will specialize in distributor-dealer merchandising accounts.

Appoints Waldo Mudgett

Waldo P. Mudgett has joined the Chicago sales staff of What's New in Home Economics, published by Harvey & Howe, Chicago. Mr. Mudgett will cover Wisconsin, Minnesota, Missouri and Iowa.

Names 1950 Mac Wilkins Award Winners

PORTLAND, ORE., March 29—The Mac Wilkins Memorial Award, presented annually by the Oregon Advertising Club, has been won, for 1950, by Ann Palmer Bakeries, and its agency, House & Leland here.

The memorial award, and seven highest merit certificates, were awarded for the best advertising campaigns originating in Oregon and presented anywhere in the

year 1950. Merit certificate winners and agencies, in their respective budget classifications, are:

• Rexall Store, Baker, Ore. (\$1,000-\$5,000); Haack Laboratories, Portland, Hargreaves Advertising (\$5,000-\$10,000); Gerlinger Carrier Co., Dallas, Ore., Hal Short & Co., Portland (\$10,000-\$20,000); Benjamin Franklin Savings & Loan, Allen & Clenaghan Advertising,

Portland (\$20,000-\$40,000).

• Mobilift Corp., Portland, Allen & Clenaghan Advertising (\$40,000-\$60,000), and Jantzen Knitting Mills Inc., Portland, Botsford, Constantine & Gardner, Portland (\$60,000 and over). No award was given in the classification under \$1,000.

Judges in the contest were Don Belding, president of Foote, Cone & Belding; George V. Birkinshaw, divisional manager of Shell Oil

Co., and W. F. G. Thacher, professor emeritus of English and advertising at the University of Oregon.

Starts Popcorn Drive

Betty Zane Corn Products Inc., Marion, O., is using newspapers in nearly 100 cities throughout seven eastern and midwestern states for its Betty Zane popcorn and popcorn oil. Distributors and dealers have been sent a three-color broadside, together with newspaper schedule sheets. Kane Advertising, Bloomington, Ill., is the agency.

Russ Walton Buys 'Herald'

Russ Walton, formerly advertising manager of Gladding, McBean & Co., Los Angeles, has purchased the Herald, San Bruno, Cal., weekly newspaper. He has assumed the duties of editor-publisher.

WLWA to Be ABC Outlet

American Broadcasting Co. has signed WLWA, Boston, as exclusive greater Boston outlet for the network, effective June 15.

THE IRON AGE leadership is more than a slogan! It's an actuality—here are the facts:

THE IRON AGE gives advertisers a 97% buying power coverage* in metalworking . . . provable coverage.

THE IRON AGE total weekly circulation currently exceeds 26,000, both paid and audited selectively distributed copies. As the only ABC audited metalworking weekly, THE IRON AGE has 18,588 paid circulation, largest by far in the weekly field.

THE IRON AGE audited renewal rate of 77.21% or better is one of the highest in all publishing!

THE IRON AGE research staff, headed by a full time research director in charge of market studies, offers professional counsel in the marketing field. THE IRON AGE Basic Marketing Data have been praised as "the finest piece of analytical work yet done for the metalworking industry."

THE IRON AGE uses research for self-examination, too! Example: The Eastman Research Organization has been retained to make a continuing study of the breadth and depth of editorial readership as a guide to THE IRON AGE editors in giving the reader the material he wants, presented as he wants it.

Metalworking and metal-producing dominate the industrial scene. And THE IRON AGE is dedicated to serving the best interests of the metal field . . . reader and advertiser alike.

CHILTON CO. (Inc.)

Chestnut and 56th Streets, Philadelphia 39, Pa. • 100 East 42nd Street, New York 17, N. Y.

* In plants employing more than 20 plant workers.

THE IRON AGE serves the richest division of the industrial field—the metal working industry.

HARDWARE AGE, the leader in the field of hardware distribution.

HARDWAREWORLD, providing blanket coverage of the retail and wholesale hardware trade in the eleven Western States.

DEPARTMENT STORE ECONOMIST reaches more key department store people than any other business publication.

BOOT AND SHOE RECORDER, the authoritative publication of the shoe business.

THE OPTICAL JOURNAL AND REVIEW OF OPTOMETRY, the outstanding publication serving the optometric profession and optical industry.

THE JEWELERS' CIRCULAR-KEYSTONE, the recognized leader and authority of the jewelry trade.

AUTOMOTIVE INDUSTRIES, the automotive industrial news authority in automotive and aircraft manufacturing plants.

MOTOR AGE covers all automotive service and maintenance problems.

COMMERCIAL CAR JOURNAL provides the greatest coverage of any publication serving the motor truck and bus fleet maintenance field, with the valuable plus of 4,000 paid trade subscriptions.

THE SPECTATOR LIFE INSURANCE IN ACTION, most quoted life insurance publication.

THE SPECTATOR PROPERTY INSURANCE REVIEW, the magazine of influence among fire and casualty companies and their agents.

DISTRIBUTION AGE, the magazine that integrates all phases of distribution.

The COURIER-EXPRESS SELLS WESTERN NEW YORK
Because WESTERN N. Y. IS SOLD ON THE COURIER-EXPRESS

ONE REASON is that it's a well balanced newspaper, making it an equal favorite with both men and women.
Complete Local, National and World News.
Women's News...with daily feature page of food, fashion, household hints and many other subjects.
Financial, Business and Labor News.
Outstanding Features including leading men and women writers of local prominence.
Latest Sports with Buffalo's first complete report of nearly all events.
Choice Comics...the pick of the syndicates.

THE PROOF is found in the fact that the largest newspaper circulation in the state, outside of New York City, is the Sunday Courier-Express*...Leading merchants selling men, as well as those catering to women, find the morning Courier-Express the most economical and productive way to reach those families with the most money to spend.

*290,348 ABC Audit, 9/30/50

COLOR

for Greater Selling Power
Full color (two, three or four) available weekdays . . . black plus one color, Sundays.

BUFFALO COURIER EXPRESS

Western New York's Only Morning and Sunday Newspaper

REPRESENTATIVES:
OSBORN, SCOLARO, MESKER & SCOTT

It Gets Results Because It Gets Read Thoroughly

Survey Shows High Per Cent of Rural Radio Listeners Are Indifferent to Commercials

New York, March 29—More rural radio listeners favor commercials than dislike them, but a large segment of the audience is indifferent to the sponsor's sales message.

This was one of the principal findings in a telephone survey conducted last summer by Radio Reports for Rural Research Institute, a non-profit organization of business and advertising men which sponsors research projects. The study covered 3,679 persons in 37 communities in 28 states. Only three of the areas selected have a population of more than 25,000; in these cases interviews were made in outlying districts.

Interviewees were asked: "In general, how do you feel about radio commercials?" The replies, tabulated by percentages, showed:

	Men	Women	Total
In favor	55	41	38
Indifferent	39	38	38
Dislike	26	21	24

People who had a good word to say for commercials thought they were necessary to enable an advertiser to pay his way (188 respondents); helpful in selecting products (84); informative (36); cute and clever (166); short and sweet (72). Forty-seven listeners expressed a preference for singing commercials.

Critics of commercials gave these reasons for their displeasure: hate and despise, with distaste expressed with adjectives of varying strength (126 respondents); too many, too much (321); overdone, repeated (80); high pressure (32); silly, stupid (50); dull, tiresome (72). Fifty-two listeners objected to advertising jingles.

Specific constructive criticism came from a Tennessee farmer's wife—"Living in the country, we learn of new and different products."

On the other side was the comment of a Pennsylvania accountant—"Greatly overdone! Every company tells that its product is the best, better than any other leading brand. Gives more or lasts longer than any other," he remarked.

Radio Reports is not sure how much of the territory surveyed is within reach of television, but interviewers found at least some TV ownership in every area except the western mountain states. Nine per cent of the national sample had TV sets. Three people out

of the 3,679 questioned didn't own a radio.

Multiple radio ownership breakdown showed: homes with one radio (985); two radios (1,320); three radios (885); four radios (327); five radios (122); six radios (25); seven radios (8); eight radios (3); 12 radios (2).

Women had their radios turned on for an average of five hours and 48 minutes daily; men listened for an average of three hours and 36 minutes daily. Average age for both sexes was 42.

Listening for men ranged from three hours and eight minutes for farmers to three hours and 28 minutes for skilled craftsmen; for women, from four hours and seven minutes for clerical workers to five hours and 50 minutes for housewives.

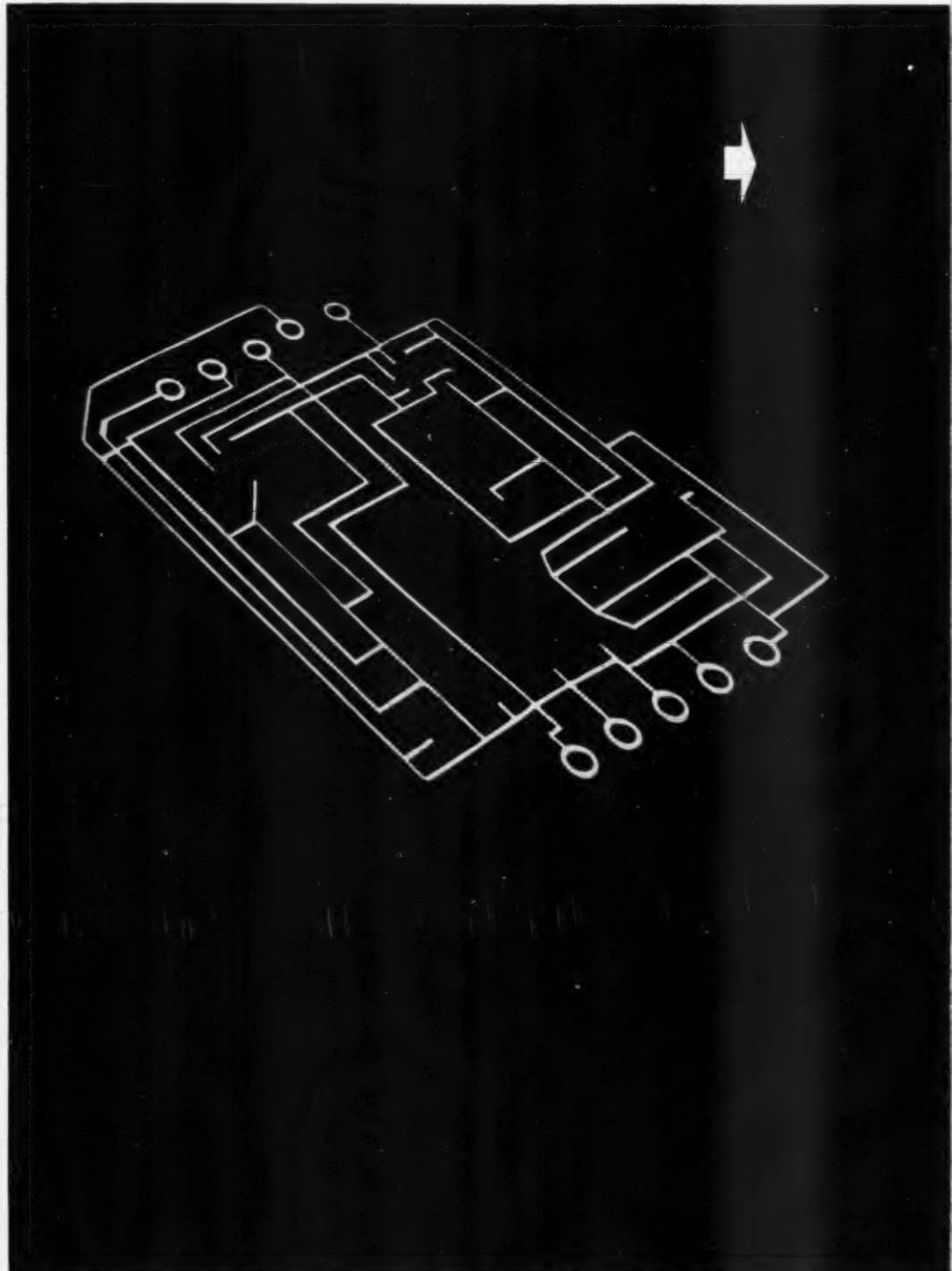
Mrs. RFD's favorite program fare was soap operas; her husband preferred news. Leading categories for the total sample: news (16%); popular music (14%); comedy (10%), serials (10%).

Arthur Godfrey ran away with the voting in the "what program do you like best?" category. Others with a large following were: Jack Benny (Lucky Strike, CBS); Lowell Thomas (Procter & Gamble, CBS); "Grand Ole Opry" (Prince Albert, NBC); "Lux The-

ater" (CBS); "Mr. District Attorney" (Bristol-Myers, NBC); "Telephone Hour" (NBC).

Allardale to Calkins Agency

Calkins & Holden, Carlock, McClinton & Smith, Los Angeles, has been appointed as agency for Allardale Shops, Beverly Hills and Palm Springs, Cal., Las Vegas, Chicago and Miami Beach, retail women's apparel. Allardale has announced plans for a New York shop later this year.



SEE

DO-97 Opens Door For Larger Sales of Equipment and Supplies

Learn how maintenance-repair operating equipment sales can multiply where dealers use new MRO order designed to keep our farms and factories humming.

April Issue

BUILDING SUPPLY NEWS



'Seventeen' Names Garvin

William Garvin, formerly with *Woman's Day*, has been named assistant sales promotion manager of *Seventeen*, New York. The appointment is part of a planned acceleration of *Seventeen's* promotional and merchandising activities.

Cooper Joins Snead Agency

Polly C. Cooper, formerly with Merrill Kremer Inc., has joined the C. N. Snead Advertising Agency, Roanoke, Va.

Durante Names Hyman, Perles

Dick Hyman and Jerry Perles, New York publicist and attorney, respectively, have been signed by showman Jimmy Durante to handle licensing promotion and negotiations.

'Houston Press' Names Barrea

Carl J. Barrea has been appointed retail advertising manager of the *Houston Press*. He was formerly an account executive in retail advertising for the *Pittsburgh Press*.

Cigaret Packages to Suit Your Taste Offered as New Promotional Device

CHICAGO, March 28—A unique promotional device—maybe a new advertising medium—is now being offered by the Your Name Cigarettes organization here.

As the name suggests, the product is cigarettes, each individually printed with the name or initials of an individual or company or product. Up to seven letters can

be printed across the width of a cigarette; for more than seven, imprinting is done lengthwise. The package wrapper is printed before the cigarettes are packed, and is then covered with cellophane.

According to the company, the carton packaging, which consists of heavy foil sealed with paraffin, will keep moisture in the tobacco

"for 10 to 12 months."

■ The company, which has hitherto packed cigarettes for hotels and private clubs on a large volume basis, points out that with the ad-



dition of new machinery it is now possible to turn out as few as 25 cartons, with imprinting on both cigaret and wrapper, for a cost "only a few pennies more than you would pay over the counter."

Lester B. Patterson, head of the company, told AA that ad plans, to materialize in three or four weeks, will initially call for use of trade publications.

Foster & Davies Ups Kearney

Miles C. Kearney, account executive for six years with Foster & Davies, Cleveland, has been named a vice-president. Mr. Kearney specializes in television advertising.

ASR Appoints Vernon Pope

American Safety Razor Corp., Brooklyn, has appointed Vernon Pope, New York, as its public relations counsel.

INGENIOUS MAZE...

If you've ever peered into the back of a conventional radio chassis, you've seen a maze of multi-colored wires . . . festooned with capacitors and soldered connections . . .

A new method of wiring electronic equipment is revolutionary . . . it's simply painted or printed through a stencil with metallic inks to carry the current . . . or stamped out of thin metal sheets! These methods may well make mass production circuits possible at staggering savings in time and costly hand labor . . .

HOW MANY MINDS...

How many nimble brains have given their ingenious best to make these savings possible? Physicists, radio and electrical engineers . . . technicians and designers . . . metallurgists and tool makers, inventors and chemists . . . these and hundreds of others have made their contributions.

AMERICA WORKS LIKE THAT...

Pooling brains and ingenuity is a work method uniquely American. Here, every art, every science, every human skill has the incentive and the opportunity to add its bit of invention or insight to the greater whole.

America can work like that because it has an all-seeing, all-hearing and reporting Inter-Communications System.

THE AMERICAN INTER-COM SYSTEM...

Complete communication is the function, is the unique contribution of the American business press . . . a great group of specially edited magazines devoted to the specialized work areas of men who want to manage better, design better, manufacture better, research better, sell better.

And it is reassuring, in the light of today's production requirements and problems, to know that: *No country in the world has a business press that can compare in size, character, or ability to serve, with that of America . . .*

WHY WE HAPPEN TO KNOW...

The McGraw-Hill business publications are a part of this American Inter-Com System.

As publishers, we know the consuming insistence of editors on analyzing, interpreting, reporting . . . on developing universal acceptance of new ideas . . . on making sure that specialized information reaches interested people quickly and regularly.

As publishers, we know that people pay to subscribe to business publications for the sole purpose of listening in on units of the American Inter-Com System.

As publishers, we make the advertising pages of our business publications available for your communications with the people who make up your markets.

McGraw-Hill Publishing Co., Inc.

330 WEST 42nd STREET, NEW YORK 18, N. Y.

HEADQUARTERS FOR BUSINESS INFORMATION



JUST BETWEEN US...

Take a look at the buying power in the rich Quad-City market. 1950 Sales Management Survey of Buying Power figures reveal total effective buying income of \$413,578,000, and Davenport alone has an average effective buying income per family of \$6,213! Small wonder that hundreds of advertisers aim for the Quad-City market (Davenport, Iowa, Rock Island, Moline and East Moline, Illinois) . . . through THE DAVENPORT NEWS-PAPERS.

PUNCTUATE YOUR SALES
In This RICH QUAD-CITY MARKET By Using The DAVENPORT NEWS-PAPERS

The Only Newspapers with Home-Delivered Circulation on both the Iowa and Illinois sides of the important Quad-City market.

The Davenport Newspapers

THE DAILY TIMES
THE DEMOCRAT & LEADER
represented nationally by
Jann & Kelley, Inc.

Western Air Gives Credit to Advertising

Ads Called Responsible for at Least Half of Large Traffic Increase

LOS ANGELES, March 27—Advertising gets a large share of the credit for the alltime sales record chalked up in 1950 by America's oldest airline—Western Air Lines. During the first nine months of 1950, Western led the domestic, scheduled carriers in revenue-passenger-mile gains over the same period in 1949, with an increase of 48.9%. Cargo-ton-mile gains during the same period hit 69.5%.

"Our advertising program gets at least 50% of the credit for our 1950 achievement," says Arthur F. Kelly, vice-president—sales. "We've sharpened our advertising into a sales tool that at peak intensity can keep our switchboards lit up like Christmas trees with incoming calls for reservations."

The backbone of Western's 1950 campaign was an intensive use of small-space newspaper advertising. These ads, ranging from 35 to 140 lines, reduced the sales message to its bare essentials—destination, fare or flying time, and layover. By keeping the elements in these little ads simple and large, and by using reverse type against redwood-texture backgrounds, Western discovered that it commanded a remarkable amount of attention on the average newspaper page.

In most of Western's larger cities, 35-line ads appeared in every daily newspaper every day from Monday to Friday. During some phases of the 1950 campaign, many papers ran two ads a day. Each 35-line ad told one story—that of Western's flights or fares to one destination.

"We've found that one egg is enough to put in such a small basket," according to Bert D. Lynn, Western's director of advertising. "These little ads do a big job if they have a short, simple message to tell. The important thing is frequency. We've gained far more

recognition for our service by using frequent small ads than we did with occasional large ads."

Spot radio became a major phase of Western's program for the first time in 1950. Western likes the flexibility of spot radio, and uses it to introduce new schedules and services, as well as to buttress newspaper advertising. Live commercials are prepared for each city. The copy features the same sales points used in newspaper ad-

vertising, but also explains many features of Western's service, such as the savings offered by its air coach service or Family Plan, that cannot be covered adequately in a 35-line ad.

In the Los Angeles market, Western uses a regular schedule of 20-second film commercials on television.

Western uses painted signs in its major markets, for the two-fold purpose of keeping the public aware of Western Air Lines and of

backing up the newspaper and spot radio campaigns. Painted bulletins, both rotating plants and fixed locations, reportedly have proved more adaptable to Western's program than 24-sheet posters. Western uses different, localized copy on each of the several bulletins it has in most of its larger markets.

Messrs. Kelly and Lynn both stress the importance of localized advertising. Western's district sales managers are consulted on impor-

tant decisions regarding their territories, and are kept informed of advertising plans by a steady stream of memos, bulletins, schedules and proofs.

"We have 44 individual advertising campaigns," explains Bert Lynn, "one for each city Western serves in 13 western states and Canada. Each campaign must sell tickets. If it doesn't bring results, we make an immediate, on-the-spot check to find out why."

Western's own advertising de-

Why Get Excited

COUNTRY GENTLEMAN

Crate-System Farrowing

By J. E. HAWLEY

Warm structures that form-fit the sow and her litter save pigs and simplify the job for this Canadian operator of a unique pig hutchery.

Crate has lot of six doors, gates and lid for ease in handling litter and in cleaning.

It takes to tell it. There's more saving of labor in the fact that sows don't have to be watched at farrowing time, and when the time comes to take the piglets away, that can be done easier and quicker with no argument from the sows. Economical use of space in this crate system also is a labor-saver, since double the number of sows can be put side by side and cared for in a given floor space.

Both sows and litters seem to do better under the crate system. Litters are cut down 50 per cent because the sow is more contented, is unable to root the little pigs out of their bed and can't stir things around. Since the side wings of the crate tend to hold the heat down and prevent it from being piled up if the temperature drops in the main room, My last sows were born in only 3 feet high in the new section, while the

It can be shut up tight and even covered with a blanket to conserve all the heat from the sow's body. With a little stove heat in the house, farrowing goes right on in those near-Arctic winters, just the same as it does at all other seasons of the year. Cold-rooms, though, is only one advantage of an auto-saver type crate which makes it possible for us to save profits, though. Along both sides of the crate there are sidery hatches or compartments where the little pigs stay most of the time and where they are safe if the sow decides to lie down. The main part of this "straw jacket" crate is just wide and high enough to be comfortable for the sow's width and height. Hence she can't turn around to trample the pigs or to find up her head and water. That also simplifies the cleaning problem. Droppings can be scraped out into the shallow gutter behind a row of crates in almost less time than

It's when the form-fitting, handle farrowing crate does a real job for us. It's practically outgrown.

His and Mrs. Hawley, often without extra help, turned 300 and 3000 weanling pigs from the hutchery in 1947.

Hawley's newest pig house is a three-story 60-by-60 building with a system of ramps for moving sows and litters to and from the upper floors, and a run porch for baby pigs. Farrowing is stopped only in December.

Ring Binders

SEARS

MASTERS MIXED PAINTS
FOR ORNAMENTAL HOME BEAUTY

... that

RING THE BELL

FOR APPEARANCE, DURABILITY, AND DESIGN

- for sales presentations.
- for catalogs.
- for price books.
- for specifications.

Lowest initial cost —
Lowest final cost —
Designed especially for you.

*Also 100s of other items.

Send for FREE Folder

Sales Tools, Inc.
1220 West Madison Street
CHICAGO 7, ILLINOIS

partment produces point of sale material, travel folders, booklets, time tables, scenic posters, window displays, travel movies and direct mail pieces.

■ All of Western's advertising is built around typical western themes—including redwood backgrounds, cowboys, prospectors, mountains, seashore and desert "Sun Country" scenes.

Western Air Lines will celebrate its 25th anniversary in April. In

continuous operation since its first flight on April 17, 1926, Western is America's oldest airline. Ads in newspapers and magazines and special radio copy will be part of the over-all commemoration of the anniversary.

The Los Angeles office of Buchanan & Co. has been Western's advertising agency since 1948.

Reynolds Edits 'UN World'

Quentin Reynolds, war correspondent and author, has been

named editor of *United Nations World*, New York. He succeeds Louis Dolivet, who founded the magazine more than four years ago. Mr. Dolivet went to France last September and subsequently was refused a visa to re-enter the U. S.

Utter Joins F&S&R

Gus F. Utter, a free-lance publicist and former copy desk man at the *Cleveland News*, has joined Fuller & Smith & Ross, Cleveland, as an account executive.

Record Dealers and Jobbers Found Guilty in Price-Fixing Charge; Fined \$16,500

PHILADELPHIA, March 26—A phonograph record trade association, four record distributors and seven retailers have been fined a total of \$16,500, by Federal Judge William H. Kirkpatrick, for price-fixing and other violations of anti-trust laws. The action is the result of an indictment by a federal grand jury here last June (AA,

June 12, 1950). All but one of the defendants pleaded no defense on charges. Judge Kirkpatrick also disclosed that he would remit the \$5,000 fine against the Record Dealers Assn. if it dissolved in the next six months.

One retailer here, Porreca & Santini, pleaded not guilty and will go on trial at a later date. The others originally had pleaded not guilty, but later changed their pleas to no defense.

■ Distributors fined \$2,000 each are: Raymond Rosen & Co., distributor for RCA Victor; Capitol Records Distributing Corp., Philadelphia and Hollywood, Cal.; Stuart F. Loucheim Co., and the Decca Distributing Corp., New York and Philadelphia.

William L. Maher, special assistant to the attorney general, had charged the group eliminated competition in the record business through a system of policing, which included boycotts, black-listing, litigation and threats of litigation. He charged that the dealers, in combination with the association and the wholesalers, agreed to enter into so-called "fair trade contracts," which required dealers to resell records only at prices set in the agreements.

Morris Wolf, attorney for Loucheim, said the offense was a technical one and that the government was unfair in penalizing the distributors four times as much as the retailers.

Dad's Root Beer Starts Sales Incentive Program

Dad's Root Beer Co., Chicago, has launched a new sales incentive program for route salesmen of Dad's franchise bottlers. Prizes totaling \$100,000 in cash and merchandise are being offered for those route salesmen exceeding quotas based on their 1950 sales experience. A bonus incentive of 5¢ per case over quota is the route salesmen's inducement.

Arenel Agency Formed

Arenel Agency has been formed in Shoemakersville, Pa. Russel E. Kline is manager. The agency offers a complete advertising service in direct mail, newspaper, magazine, radio and television advertising.

Over a Pig Crate?

Let mortality among pigs hit you in the pocketbook—lose 3 out of every 9-pig litter when market-weight hogs bring \$54 each—then you, too, would be excited over this idea that cuts your losses by 66%!

HARDLY surprising that this Country Gentleman article would get a warm welcome in the nation's big hog business. For it showed how to make a farrowing crate to save 2 out of the 3 pigs per litter normally chilled or crushed to death. But response was close to sensational...

Farmers all over the hog belt began building crates from the description in the article... lumber and box companies asked permission to build crates in quantity... the USDA tested the crate against two

others and found it superior... other farm and livestock publications featured the Country Gentleman crate... working drawings offered for \$1 in a follow-up article pulled orders at 40 to 50 a day... and now, 3 years later, farmers are still ordering plans.

Yet this is just one more example of the bankbook news that makes Country Gentleman the best-read magazine with the people of Rural America... who spend every third dollar at retail in the nation.

Proof of Greater Impact

Get the full story of the most penetrating study of farm magazine readership ever made. It shows these facts about Country Gentleman's influence with men and women heads of subscriber homes:

6 out of 10 families get useful farming ideas from it, and over 3 out of 4 of these recalled specific ideas.

Women in 6 out of 10 homes get useful service ideas from it, and over 3 out of 4 of these recalled specific ideas.

96.2% of families read the advertising, 3 out of 4 families get buying ideas from it, and over 3 out of 4 of these recalled specific ideas.

They spend more time reading Country Gentleman, return to it more often and like it better than any of the other big farm magazines.

And advertisers have made Country Gentleman 1st among farm magazines—12th among all magazines—in advertising revenue.



"We find Country Gentleman the best source of information on all our farm problems. It is wonderful how the departments get so much advance information on new grasses, insecticides, field crops, diseases, new methods of doing things."
C. P. Greene, North Carolina



"...much interested in the Nationwide Roundup section as Chairman of the Idaho House Agricultural Committee. One of my neighbors mentioned that his farming operations showed a decided economic gain through forecasts he had read in Country Gentleman."

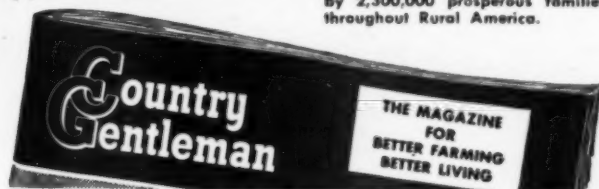
Elvon Hampton, Idaho (with Gov. Robins at left)



"Our two boys are active in 4-H work and often get 'tips' from Country Gentleman. Their Mom follows the homemaking department very closely, always on the lookout for a new recipe, a new way to arrange furniture or some new appliance."

E. T. Johnson, Nebraska

The best people in the Country turn to



Read more, use more, liked more by 2,300,000 prosperous families throughout Rural America.

McDermott Advanced



MR. GERALD V. McDERMOTT, formerly manager of General Outdoor's St. Louis Branch, has been promoted to the New York Office where he is Eastern Manager of National Market Representatives, a newly created position with the company. Mr. McDermott has been in Outdoor advertising for 24 years. These years, plus a background of sales, operating and management, gives him marketing experience necessary to understand the varied problems of GOA's national advertisers.

(Advertisement)

750,000 bus

NOW BUY

NA



Businessmen

ATION'S BUSINESS



Foreign Markets Will Be Needed, Exporters Told

NEW YORK, March 26—Exporters were advised to revise upward their estimates of foreign trade possibilities, because of the improved international situation, at a two-day session of the Export Managers Assn. here last week.

Despite present scarcities of goods and machinery, productive expansion is expected to fill defense requirements before the end of 1952, and industry then will need overseas outlets to absorb expanded output, John F. Chapman, vice-president of McGraw-Hill International Corp., told some 900 export and import executives attending the meeting.

"American manufacturers will be scouring the world for export markets in 18 months," Mr. Chapman predicted. Foreign traders, he said, have been inclined to accept the popular point of view on the defense program, looking on it in terms of the all-out effort of 1942-45. Actually, he pointed out, defense mobilization officials have said that the job in its present proportions will be largely completed by the end of 1952.

Mr. Chapman urged export managers to shape a new foreign trade policy to meet both short-term and long-term contingencies based on three basic conditions:

"1. Stalin will continue to be a serious threat, but he will not precipitate all-out war in the near future.

"2. While our defense program is the major obstacle to Russian aggression, we can fulfill all of our most urgent needs by the end of 1952 and will then desperately need large export markets.

"3. In the interim 18 months we should demand of both Washington and the top management of our industries equality of treatment for our export along with our domestic civilian customers."

Dempster McIntosh, president of Philco International Corp., said that exporters should endeavor to keep their foreign distributing organizations together, and allocate fairly among foreign distributors

whatever production is available. He urged export managers to fight hard to obtain from their factories a fair share of whatever production can be allotted for civilian sales.

Stanley E. Hollis, president of American Foreign Credit Underwriters Corp., corroborated Mr. Chapman's remarks that military requirements are likely to be filled "in a much shorter time than anticipated."

Harry Radcliffe, executive vice-president of the National Council of American Importers, said that sustained defense production will keep imports at a high level. He criticized lack of adequate customs facilities, and said that current appropriations by Congress fall short of meeting personnel needs by about \$4,000,000.

August Maffry, vice-president of Irving Trust Co., said that a single, independent agency for control of export trade will be set up in Washington, if recommenda-

tions of the International Development Advisory Board are carried out.

Dollars available to foreign countries will total more than \$19 billion this year, Mr. Maffry estimated, and signs of a flight from the dollar are likely to be a factor inducing customers abroad to spend about \$12 billion, of the \$19 billion estimated total, for American products.

Of the dollars not spent for goods here, he said, about \$4 billion will be used for services and about \$3 billion probably will be added to the foreign accumulation of gold and dollars.

Canada will soon become a boom market for American goods, now that import restrictions have been removed by the Dominion government, he said, and the easing of restrictions in Brazil, Colombia, Chile, Peru and Uruguay will mean improved prospects for American exporters. On the other hand, he said that western Europe

will lack dollars, and markets there will continue to be limited.

A. M. Strong, vice-president of American National Bank & Trust Co., Chicago, said that uncertainties of exchange regulations make long-range buying and selling hazardous business. He urged foreign traders all over the world to work for abolition of exchange and trade barriers.

Appoints Philip Wain & Co.

Rubel & Fields, Chicago and New York certified public accountant and specialist in advertising agency management, accounting and taxes, has arranged to serve West Coast advertising agencies through their representative, Philip Wain & Co., Los Angeles certified public accountant.

Appoints Doyle Dane Bernbach

Weldon Farm Products Inc., New York, has appointed Doyle Dane Bernbach Inc., New York, as its agency. The company manufactures Alba non-fat dry milk powder.

Py-Co-Pay Tooth Brush Sets First Advertising Drive

Block Drug Co., Jersey City, has begun promotion for the first time of its Py-Co-Pay tooth brushes. The brushes will be featured on the company's TV show, "Danger," over the CBS television network, and over New England stations of ABC on the "Quick as a Flash" radio program.

Featured in the ad campaign will be two copy points: dental recommendation, and Py-Co-Tip, a rubber cone-shaped attachment on the handle of the brush which enables interdental stimulation. Commercials, on both radio and TV, will be shared with Block's Amm-ident toothpaste. Cecil & Presbrey, New York, is the agency.

Prune Account to Cline

Idaho Advertising Commission, State of Idaho, has appointed Cline Advertising Service, Boise, to handle the Idaho prune account. The agency already services Idaho potatoes and onions, an account handled jointly with Botford, Constantine & Gardner, Portland, Ore.

The U.S. as seen by Louisianans...

★ and by their own Locally-Edited Gravure Magazine

Tackle a partisan from the Pelican State and you'll get Louisiana answers. *Big buy?* The Louisiana Purchase. *Big doins?* The Mardi Gras. *Big time sports?* The Sugar Bowl Carnival. *Big deal?* Why, Hadacol, of course. Yes, and that's the reason Mr. and Mrs. Louisiana are attracted by what they find in their own Locally-Edited Magazine. In Louisiana or New Jersey, Kentucky or Utah, people are just naturally interested most in persons, places and events that are closest to them . . . and readers get what they want in each of the twelve Locally-Edited Magazines. Result: our leadership in Readership . . . and your greatest advertising value.*

There's no advertising like Supplement Advertising and there's no Supplement like the

* Make us prove it! Contact any of the following representatives: Branham Co., Cresmer and Woodward, Jann & Kelly, John Budd Co., Kelly-Smith Co., O'Mara & Ormsbee, Osborn, Sclario, Meeker & Scott.

8 x 10
GENUINE
GLOSSY
PHOTOS
in Quantities
SELL BETTER!

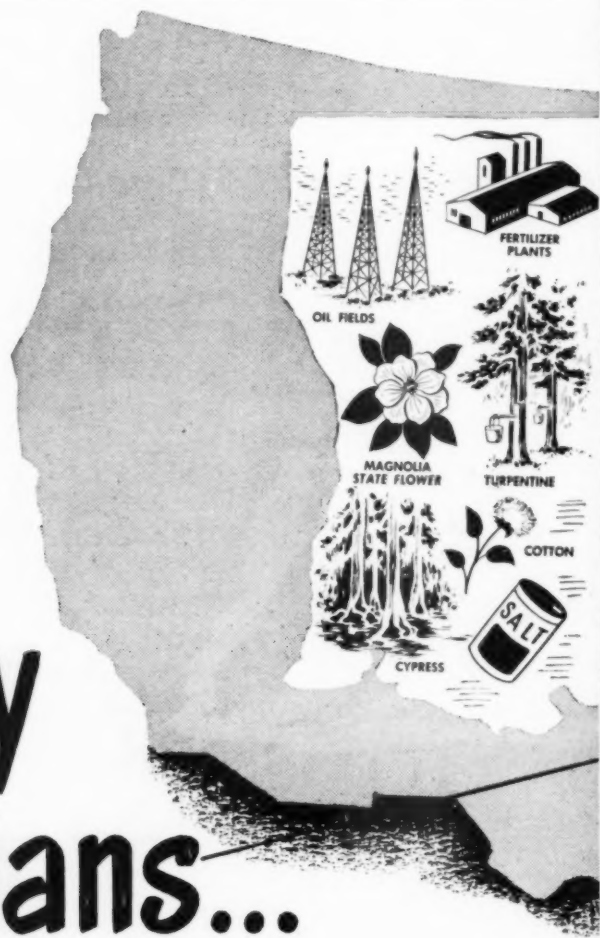
FOR ALL PURPOSES
Sharp, clear, crisp! Prompt Delivery!

COST CHART	
1000	\$65.00
100	8.50
50	5.00
25	3.50
12	2.40
6	1.92

Reproduction negatives where required . . . \$1.35 additional (each subject)

PHOTOMATIC CO.

33-39 E. Illinois St., Chicago 11, Illinois
Phone: WHitehall 4-2930



American Airlines Names Ryle, Strickler, Fisher

American Airlines Inc., New York, has named Joseph D. Ryle, formerly European director of public relations for American Overseas Airlines, as director of public relations. Homer E. Strickler, editor of the airline's publication, "Flagship News," also has been named manager of news services.

Richard E. Fisher, formerly assistant eastern regional director of public relations, has been transferred to the company's general office in New York to handle special projects. He succeeds Gerald Tierney, who has resigned to join a public relations concern in New York.

Heads Citrus Exchange

J. B. Prevatt, president of the Lake Region Packing Assn., has been elected president of the Florida Citrus Exchange, succeeding W. C. Van Clief. John T. Lesley, manager of the Haines City Citrus Growers Assn., has been named general manager of the exchange. He succeeds C. C. Commander.



TWENTY YEARS—H. Victor Grohmann (second from left), president and co-founder of Needham & Grohmann, New York agency, receives congratulations from H. Nelson Kent, vice-president and art director, at a party marking the agency's 20th anniversary. Looking on are Vice-President William R. Seth (left) and Vice-President John M. Handley (right). Every staff member received \$20 and an additional \$20 for each year of service.

Steuben to Abbott Kimball

Steuben Glass, division of Corning Glass Works, Corning, N. Y., has named Abbott Kimball Co.,

New York, to handle its advertising. Hartwell Ayles Advertising, New York, which formerly carried the account, has closed its office.

International Furniture Makes Preliminary Arrangements for Purchase of Karpen & Bros.

CHICAGO, March 27—The principal shareholder of International Furniture Co. last week completed arrangements for the purchase of S. Karpen & Bros., furniture manufacturer.

The shareholder, a syndicate headed by Jay Levine and David Berdon of New York, will give International the opportunity to purchase the operating end of the Karpen business, if stockholders of the former company approve. Operations of both businesses would then be combined in Chicago under the management of Murrel J. Fischer, president of International.

In the past five years, International has increased sales to the point where it now is probably the second largest manufacturer of living room furniture, with 1950 gross sales of more than \$13,000,000—nearly triple its 1945 volume.

S. Karpen & Bros., which was founded in Chicago 71 years ago, recorded gross sales of \$8,482,000 last year, almost all in upholstered furniture, bedding and transportation seating. Terms of the arrangement with International were not disclosed.

■ The merger of the two companies—one of the more significant in the history of the furniture business—presages an expanded advertising and promotion campaign for both companies. However, no plans have yet been completed.

Currently, International is running color spreads in *House Beautiful*, *House & Garden*, *Living* and *Look*.

At the present time, Weiss & Geller handles the International account, while MacFarland, Aveyard & Co. and William Hart Adler (for transportation seating) direct Karpen's promotion. Final agency lineups will not be settled until assets are transferred, which, in turn, probably will not take place for several weeks.

Two Appoint Noble Agency

Noble Advertising Agency, Mexico City, has been appointed to handle the Mexican advertising of International Chemical Co., New York, maker of Sol-a-fil, and also of R. J. Reynolds Tobacco Co., Winston-Salem, N. C. The agency will handle advertising on Camel cigarettes for Reynolds in Mexico City. For International the agency is launching a new \$400,000 campaign on Sol-a-fil, said to be one of the largest of its kind in Mexican advertising.

Hays Appoints Moser Agency

Daniel Hays Co., Gloversville, N. Y., glove manufacturer, has appointed Moser & Cotins, Utica, as its agency. Advertising, merchandising and sales plans are under way for Hays' Finger-free casual and sports gloves and a new line of fabric and leather dress gloves. John A. Cairns & Co., New York, formerly serviced the account.

Ups Guarantee, Rates

Grier's Almanac, published by Grier's Almanac Publishing Co., Atlanta, has raised the circulation guarantee of its 1952 issue from 1,600,000 to 2,000,000. An accompanying rate increase of 20% also has been announced. The company points out that its 1951 lineage was 33.8% ahead of 1950.

Bourjois V. P.



Hugo L. Bell has been elected vice president of Bourjois, Inc., New York, manufacturers of perfume and powders. Getting ahead in business like Mr. Bell are thousands of regular Wall Street Journal readers throughout the nation—executives and their aides who make or influence decisions on planning, production, selling and buying.

(ADVERTISEMENT)

PUDDING PROOF

This recent issue of the Times-Picayune "Dixie" Magazine featured the first installment of "Tales of the Great River" (the mighty Mississippi, naturally). Also included was a yarn of the Yukon Trail as seen through the eyes of a Louisiana resident... a visit to a Minden, Louisiana, woodland sanctuary... report on a two-headed Louisiana turtle in the Commerce Aquarium in Washington and a survey of educational facilities in the bayou country.

THE LOCAL TOUCH

LOCALLY-EDITED GRAVURE MAGAZINES

Twelve weekly newspaper magazines featuring The Local Touch for highest reader interest, greater advertising value.

TOTAL CIRCULATION: OVER 2,750,000 COPIES WEEKLY

See every advertisement of interest to you in

1,393 shopping centers



make up your own reports from the full-page tearsheets we furnish you.

With ACB Research Service, you know exactly what is being advertised by your dealers; or your competitor's dealers; or the content and extent of releases by competitors in national advertising.

ACB shows above how you can buy these services by markets; but you can order by your sales territories; or even single towns.

You may take these services continuously, or periodically.

ACB Services are among the most useful tools in merchandising and distribution. They are so flexible that you can get exactly what you want in coverage—and in duration.

Send Today . . .

for a 24-page Catalog describing and illustrating the 12 helpful services which ACB will furnish to merchandisers. Gives details of cost, coverage, list of users, etc.



ACB SERVICE OFFICES

- 79 Madison Ave. • Phone: Murray Hill 5-7302 • New York (16)
- 538 S. Clark St. • Phone: Wabash 2-6130 • Chicago (5)
- 161 Jefferson Ave. • Phone: 37-0395 • Memphis (3)
- 16 First Street • Phone: Sutter 1-8911 • San Francisco (5)

ACB Newspaper Research Service brings you every advertisement you want to see that is published in daily or Sunday newspapers of the United States. You may have this service in complete tabulated and summarized report form; or you may

ACB THE ADVERTISING CHECKING BUREAU, INC.

New Editorial-Type Format for Ads Discovered—and Liked—by Ryerson

CHICAGO, March 28—The current emergency period appears already to have given rise to a new form of advertising—specifically, to a new kind of editorial-type ad layout.

That, at least, is the belief of Joseph T. Ryerson & Son here, the nation's largest steel supply house, and its agency, Aubrey, Moore & Wallace. In any case, whether the layout (as shown in the accompanying cut) is original or not, Ryerson and the agency are enthusiastic about its initial effect.

As John J. Finlay, vice-president of the agency, told AA, the layout based on the "last-minute news" pages of several business weeklies was developed recently when agency and client were confronted by rapid development of steel

news and the problem of what to tell customers in forthcoming ads.

■ One problem Ryerson faced was that of telling many kinds of steel buyers how swift changes in conditions in the steel market might affect Ryerson's ability to supply various alloys, stainless steel, etc. Many buyers had no idea of government orders affecting them and their source of steel supply.

Mr. Finlay and Keith J. Evans, Ryerson's advertising and sales promotion manager, agreed rather

RYERSON STEELGRAMS



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Masterpieces of Distinguished Beauty

FOR OFFICE AND HOME



Actual size: 5" wide Patents Pending



STACKS EASILY
... nests into a sales-making space-saving display

CREST *windproof* ASHTRAYS

The talk of premium buyers . . . this modern, patented design combines highly chromed metal and lustrous plastic to make a masterpiece of distinguished beauty for home and office. It's an improved replica of a fast selling \$4.95 ashtray (in ceramics) . . . at Crest's amazingly low price. Truly, a dynamic value that makes the "Windproof Ashtray" a great sales-and-profit maker for premium and gift buyers everywhere. Compare these features:

1. **Windproof** — wind deflector-grill prevents blowing and scattering of ashes from open windows and fans.
2. **Spillproof** — designed to eliminate hazards from spilled or tipped trays.
3. **Hides messy butts and ashes.**
4. **Easy to clean.**

in 6 beautiful Decorator Colors

- Burgundy
- Gold
- Apple Green
- Ebony
- Regency Green
- Silver Grey

YOUR CUSTOMER'S MESSAGE
imprinted for
Gifts or Premiums
at a small extra cost.



A wonderful item for extra high volume because Crest Windproof Ashtrays make ideal Gifts and Remembrance advertising. We imprint them with your customer's name and message to last for years . . . package them individually or ship them in bulk.

WRITE FOR PRICE LIST.

Manufactured by **CREST SPECIALTY** 663 W. Washington St., Chicago 6

hastily to adopt the "steelgrams" layout for their regular *Business Week* page. Department heads at Ryerson were asked to submit items for the page which they were most anxious for clients to read, and the copy ran Nov. 11.

Messrs. Finlay and Evans were not certain what readership the copy would have. They felt sure, however, that the format would best permit Ryerson to get the maximum amount of real news to their customers. And they knew, of course, that other types of editorial ads — picture and caption, all type, cartoons, comics, etc.—have usually pulled well for advertisers. In addition, such layouts in business papers get top attention.

■ The result was immediately encouraging. Ryerson department heads acclaimed the device and said they were greatly helped by the ad. Reception from customers was also approving, and Mr. Evans shortly decided to use the "steelgrams" format for ads to run in 45 trade publications in January.

Mr. Finlay told AA that a third ad of this kind will run next month in nearly the whole list of publications used by the steel supply house. Readership studies, he said, have shown the ads gain extremely high attention. He pointed out, however, that Mr. Evans adamantly refuses to run news ads when Ryerson does not have real news to present. Future ads of this type will thus appear infrequently.

Ryerson continues to run several types of ads—those selling Ryerson as a general source of steel; product ads selling specific types of steel; news ads, and institutional ads at Christmas and other times.

Atlanta Art Directors Hold 1st Annual Exhibit

Harry F. O'Brien, president of the Art Directors Club of New York and executive vice-president of O'Brien & Dorrance Inc., was guest of honor at the first annual exhibit of the Art Directors Club of Atlanta last week.

Mr. O'Brien spoke at a special open meeting of the club at the Atlanta Public Library, where the exhibit was displayed throughout the week. Less than a year old, the Art Directors Club has a membership of 100.

Crowell-Collier Mail Surveys Consistently Pull More than 70% Returns, Says Robinson

New York, March 27—Methods for obtaining 70% to 93% returns from mail surveys were outlined today by Ray Robinson, director of research for Crowell-Collier Publishing Co.

Mr. Robinson, who said that most of his company's mail surveys "have consistently brought a return of 70% or better," offered these guides for achieving good, unbiased results:

1. Have a thorough understanding of the product you're researching.
2. Compose a questionnaire that is attractive, easy to fill out and of interest to all receiving it.
3. Pre-test the questionnaire to guard against respondents misunderstanding.
4. Decide upon the kind of premium enclosure or inducement which will pull the maximum response.
5. Be painstaking and develop the right kind of letter to accompany the inquiry.
6. Follow up the original mailing with one or more reminders.

"Above all," said Mr. Robinson, in a speech before an American Marketing Assn. group, "make the questionnaire easy to fill out. Create the illusion of brevity by using attractive type, good layout and plenty of open space for respondents to write in."

"After the preliminary questionnaire has been prepared, turn it over to experts in the given field, product or industry for criticism or suggestions."

"Then, to insure complete understanding by respondents, pre-test it among average consumers, because it is surprising what different terms there can be for the same thing in various parts of the country."

Referring to inducements, Mr. Robinson said Crowell-Collier has long used the 25¢ enclosure for increasing returns, with "considerable success." He said the quarter has been as valuable an inducement as a dollar bill, because "it's the psychology and not the value of the enclosure that counts." He added that lesser coins have proved far less effective.

"Moreover," he said, "experience shows the use of a magnetic enclosure vs. a demagnetized questionnaire actually brings about a savings in cost and, more important, produces a more representative sample."

Mr. Robinson said the phrasing of the accompanying letter was all-important, and advised couching it in "warm, human, friendly and very appreciative language to make up for cold paper and ink."

He said a return envelope, pre-addressed and postage free, means greater returns. Rather than see a perfectly good postage stamp wasted, many people will answer

the questionnaire. On the other hand, a postage permit does not have the same effect.

A follow-up mailing three or four days after the original questionnaire "has pulled as high as 10% to 12% additional returns," he added.

Appoints Kesslinger Agency

Electronics Mechanics Inc., Clifton, N. J., manufacturer of insulating materials for the high frequency field, has appointed J. M. Kesslinger & Associates, Newark, as its agency.

Robbins Joins SSC&B

Norman Robbins, formerly with Young & Rubicam, has joined the copy department of Sullivan, Stauffer, Colwell & Bayles, New York.

Curtiss Agency Renamed

Spencer W. Curtiss Co. of Seattle, agency, originally a branch of Spencer W. Curtiss Co. with offices in San Francisco and Los Angeles, has been renamed the David Pollock Agency. David Pollock opened the Seattle branch in 1945 and a year later bought the Seattle agency, renaming it Spencer W. Curtiss Co. of Seattle. Later the San Francisco and Los Angeles offices were closed. Spencer Curtiss Inc., Indianapolis, the original agency established by the late Mr. Curtiss, continues.

Ram Electronics to Hauptman

Ram Electronics Inc., Irvington-on-Hudson, N. Y., designer and manufacturer of Test Pattern Tested flyback transformers, deflection yokes, width controls, linearity controls and other com-

ponents for television, has placed its advertising with H. W. Hauptman Co., New York.

Appoints Hicks & Associates

Robert Bruce Hicks & Associates, Chicago, public relations, has become the volunteer agency to handle publicity for the Department of Defense's TV show, "Assembly," aired Monday through Friday over Station WBKB, Chicago, 4:30-5 p. m.

S. L. FEISS
 Publishers' Representative
 TRADE AND CONSUMER PUBLICATIONS
 EMPIRE STATE BUILDING
 NEW YORK 1 • LONGACRE 4-6634



Ray Robinson



It's impossible...

...as impossible as covering California's Bonanza Beeline with outside radio



Be sure you are properly equipped to cover the Beeline. That's a 3-billion-dollar market, you know—all of inland California plus western Nevada—with more buying power than Detroit... higher retail sales than Philadelphia.*

But you choose the wrong equipment if it's outside radio—Los Angeles or San Francisco radio. You need on-the-spot radio. Because Beeliners are independent inlanders who naturally

prefer their own stations—the five BEELINE stations.

Use all five to blanket the whole market. Or use the BEE-LINE stations individually, to cover a major Beeline shopping area. For instance...

KERN BAKERSFIELD

It's the CBS station for 59,000 radio families in oil-rich Kern County—with a BMB home-city weekly audience of 84% daytime, 92% at night.

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA		PAUL H. BAYMER CO., National Representative		
KFBK Sacramento (ABC) 50,000 watts 1530 kc.	KOH Bakersfield (NBC) 3000 watts, day; 1000 watts, night 630 kc.	KERN Bakersfield (CBS) 1000 watts 1410 kc.	KWG Stockton (ABC) 250 watts 1230 kc.	KMJ Fresno (NBC) 3000 watts 580 kc.

READ...

How Streamlined Selling Stimulates Builder's Sales

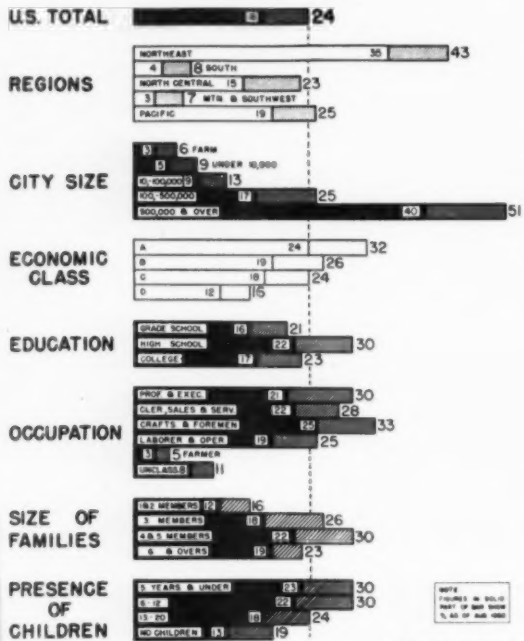
PRACTICAL BUILDER for April presents the step-by-step details of an award-winning merchandising program for selling homes. A "must read" for advertising men and sales managers.

April Issue

"PRACTICAL BUILDER"

5 South Wabash Ave., Chicago 3

TELEVISION SET OWNERSHIP PER CENT OF FAMILIES OWNING TV SETS WITHIN EACH MARKET DIVISION JANUARY 1951



Industrial Surveys Co.

Highest Percentage of TV Ownership Is Found in Families with Children

New York, March 27—Television set ownership is highest in families with young children, according to a January survey of TV set ownership made by Industrial Surveys Co. One out of three families (30%) with children under 12 had sets installed at that time.

The study, which brings a previous report (AA, Dec. 11) up to date, shows that one out of four U. S. families owned a TV set in January, compared with 17.9% of the families who had sets in September last year. The number of TV homes has increased in the period from 7,214,000 to 10,000,000.

Data in the current report is based on a survey of the National Consumer Panel, Industrial Surveys' group of approximately 4,500 families distributed nationally according to population concentration.

Principal findings disclosed in the report are:

1. The highest rate of ownership was in the northeastern region, where 43 out of 100 families owned a set. Next in rank is the Pacific region, with one out of every four families owning a receiver. The rate of ownership in the north central area was 23%. The lowest rates of ownership were in the South—with 8%, and the mountain & southwestern states, with 7%.
2. Farm families continue to show a very low rate of ownership (6%), even though this group of owners did double in the four-month interval.
3. By economic class quartiles, practically one out of three families in the upper income group have a set. These quartiles are based on total family income and accordingly include many larger member families and skilled labor categories.
4. Families in which the head of the family had a high school education show a 30% level of ownership, while college families were next highest, with 23%.

5. A higher percentage of families headed by craftsmen and foremen (skilled labor) owned a set than any other occupation group. One out of three families in this group possessed a set. Just a short step behind were families headed by professionals and executives, with a 30% rating.
6. Larger families showed a higher rate of ownership. In fact, 30% of all four and five member families have a set, compared with the 16 out of 100 of the one and two member families.
7. Families with children under 12 years of age had a 30% ownership. This was half again as many as among families with no children (19%).

According to Samuel G. Barton, president of Industrial Surveys, the current figures "tend to reflect the impetus of last fall's scare and Christmas TV buying." The next "census" of set ownership, he continued, will be made by the company in April. "Perhaps," he added, "our April findings will show another surge of set buying as a result of Sen. Kefauver's stimulus to TV viewing."

West-Holiday Shifts Fitting

John W. Fitting has been named acting zone manager of West-Holiday Co., newspaper representative, with headquarters in Portland, Ore. He replaces Malcolm C. Smith, who has been recalled to active duty by the Air Force. Mr. Fitting had been in the company's Los Angeles office for the past five years.

Names Eleanor Perks A. M.

Pennsylvania Flexible Metallic Tubing Co., Philadelphia, has named Mrs. Eleanor E. Perks, formerly in sales promotion and sales analysis for the company, as advertising manager. She will direct advertising and public relations of Penflex metal hose products.

V. A. di Fonzo Joins Stewart

Vincent A. di Fonzo, formerly with the Pittsburgh Post-Gazette as an advertising representative, has joined James A. Stewart Co., Carnegie, Pa., as director of media and television.

Mid-Continent Sets Largest Newspaper Drive for D-X Gas

TULSA, March 26—Mid-Continent Petroleum Corp. will begin the largest newspaper campaign in its history in support of D-X Lubricating gasoline on April 3. The 12-week campaign will appear in 937 newspapers in 922 cities in the company's midwestern marketing area. Dominant space in two colors will be used.

In addition, the drive will include a full schedule in farm papers and trade publications. Mid-Continent's existing radio programs, now using 50 stations, will be employed to support the gasoline campaign during the spring-summer period.

The theme of the campaign, protection for "power parts" of the motor's "flame zone," is a modernization of the D-X upper-cylinder story first introduced by the company in 1933. To dramatize the lubricant content of D-X, ads will feature a "saucer test," in which D-X is compared with ordinary gasoline by burning in an open saucer.

This test, according to the company, shows that ordinary gasoline burns "dry," and that D-X leaves behind it an "oily, protective film that can be seen by the naked eye."

Point of sale materials for the drive include "flaming proof" window displays, pump globe crowns and large banjo signs for station semaphore signs. Special hand-out folders, telling the story of protection for the "flame zone" and illustrating the "flaming proof" angle, will be given to customers by service station attendants. The campaign is being outlined to the company's nearly 8,000 service station dealers in a series of meetings this month.

R. J. Potts—Calkins & Holden, Kansas City, Mo., is the agency.

SUN OIL SETS DRIVE FOR NEW MOTOR OIL

PHILADELPHIA, March 27—To introduce a new premium, heavy duty motor oil, New Sunoco Dynalube, Sun Oil Co. here has scheduled large-size advertisements in more than 400 leading dailies in Sunoco's 18-state territory and Washington.

The company's first use of full-color ads in Sunday magazine sections will appear in 18 newspapers in its area. Sun also is using 3,000 24-sheet posters, network radio, spot radio, television, service station displays and tie-ins.

Central theme of the drive is the actual road performance and "Triple-A Road-Tested" certification earned by the new motor oil in a round-trip run between Quebec and Key West, Fla. The Triple-A insignia appears on the new package, in ads and on display material.

Advertising copy cites AAA certifications, and offers specific discussion of the new oil and its characteristics. A statement that New Sunoco Dynalube motor oil meets or exceeds car manufacturers' specifications as heavy-duty, premium motor oil is included in ads.

Sun's trade promotion points out that the decision to produce the new oil was made within the last six months when some automobile manufacturers added "heavy duty" to their previous premium grade specifications.

Outdoor advertising utilizes the poster design technique which during the past two years has won the highest scores recorded by the Marion Harper Poster Rating Service.

The new motor oil also will be

Earnings of Advertisers

COMPANY	SALES		EARNINGS		SHARE EARNINGS	
	1950	1949	1950	1949	1950	1949
Atlas Chalmers Mfg. Co.	\$ 343,698,400	\$ 351,097,878	\$ 23,119,853	\$ 18,755,461	\$ 8.72	\$ 6.99
Aluminum Goods Mfg. Co.	32,079,310	24,292,085	3,839,531	1,738,356	3.85	1.75
American Seating Co.	26,668,555	25,139,908	1,686,245	2,289,478	5.54	9.01
Beech-Nut Packing Co.	—	—	4,854,836	4,353,068	1.77	2.84
Belden Mfg. Co.	21,915,620	13,997,878	1,528,839	617,293	4.77	1.93
Blaw-Knox Co.	61,875,326	66,280,003	3,205,377	3,538,408	2.27	2.51
Borden Co.	631,114,120	613,763,267	20,147,073	21,890,479	4.69	5.10
Braniff Airways Inc.	21,366,457	18,438,140	1,228,085	221,595	1.23	.22
Brunswick-Balke-Coller Co.	29,599,659	27,773,522	2,412,116	1,780,391	5.08	3.67
Celanese Corp. of America	232,483,942	171,292,005	40,361,166	20,640,826	6.38	3.19
Chicago Pneumatic Tool Co.	32,853,390	28,317,330	3,422,060	3,484,665	10.22	7.94
Curtis-Wright Corp.	135,662,863	128,578,227	7,270,364	7,750,361	.77	.14
Cutler-Hammer Inc.	42,374,600	33,763,227	1,948,158	2,709,502	5.98	4.10
Diamond Match Co.	98,019,993	76,363,651	8,018,007	3,673,014	6.58	2.88
Fanny Farmer Candy Shops Inc.	15,553,033	15,546,358	961,122	948,586	2.83	2.77
Formica Co.	20,624,315	13,985,979	2,376,960	1,546,086	1.56	.83
General Finance Corp.	—	—	1,845,921	1,036,744	1.54	.83
Haleco Co.	10,027,025	7,723,651	500,178	326,531	—	—
Hershey Chocolate Corp.	148,924,992	142,180,408	13,596,492	15,481,242	5.46	6.15
Heyden Chemical Co.	26,633,348	26,200,000	2,293,597	1,494,655	1.87	.91
Hunt Foods Inc.	59,541,235	42,837,467	4,822,742	1,796,719	9.45	4.13
International Harvester Co.	942,600,000	—	66,700,000	—	—	4.72
Interprete Corp.	10,587,221	12,191,324	1,017,686	1,731,866	4.59	7.81
Iron Fireman Mfg. Co.	16,850,102	13,227,167	985,809	—	—	2.74
Ironrite Inc.	8,507,263	6,394,263	787,888	657,668	2.33	1.91
James & Laughlin Steel Corp.	487,451,000	386,046,000	1,428,000	755,000	7.36	4.00
Lambert Co.	25,282,364	21,128,670	1,277,929	1,706,012	2.98	2.28
Lauson & Sessions Co.	25,559,280	19,606,555	1,970,799	1,026,511	5.21	3.22
James Lees & Sons Co.	71,930,235	48,061,768	5,192,248	3,683,186	6.22	4.37
R. G. Le Yearneau Inc.	27,820,719	18,414,496	2,341,264	921,717	4.30	1.47
Lynch Corp.	—	—	1,064,392	642,247	2.36	1.43
Marshall Field & Co.	222,899,000	207,803,000	7,572,000	8,658,000	3.57	4.13
Minnesota & Ontario Paper Co.	51,323,786	43,909,299	5,260,462	3,409,702	4.09	2.65
Moore Calculating Machine Co.	—	—	2,035,123	1,731,172	5.92	4.88
Motorola Inc.	177,104,669	81,803,358	12,809,247	5,280,196	14.56	6.00
National Aluminize Corp.	16,157,082	11,702,102	1,773,286	1,310,026	3.24	2.40
National Biscuit Co.	296,408,934	294,420,391	21,110,433	21,676,903	3.08	3.17
National Dairy Products Corp.	906,641,000	897,675,000	32,665,000	33,259,000	5.14	5.26
Oneida Ltd.	—	—	1,955,891	2,297,890	7.35	—
Packard Motor Car Co.	173,410,107	212,587,574	5,162,349	7,706,000	.34	.51
Parker, Davis & Co. Inc.	105,707,659	86,786,490	17,864,830	12,413,570	3.65	2.54
J. C. Penney Co.	949,711,735	890,200,217	44,930,816	41,792,678	5.46	5.08
Pet Milk Co.	137,500,083	142,105,705	3,536,251	3,238,018	7.04	6.34
Pitney-Bowes Inc.	21,695,658	18,466,654	1,956,251	1,717,062	1.77	1.69
Pittsburgh Plate Glass Co.	337,186,034	281,462,159	41,928,749	38,135,088	4.64	4.22
Publisher Industries Inc.	168,115,276	116,702,157	7,722,072	2,012,348	2.94	.68
H. W. Robertson Co.	28,178,562	25,358,955	2,508,067	1,556,921	10.03	6.23
Sharp & Dohme Sonotone Corp.	42,117,013	38,989,717	5,759,848	4,759,641	4.27	3.95
Shawmut Corp.	477,066,365	473,119,000	53,632	471,643	.95	11.70
Texas Co.	1,248,502,334	1,077,270,246	22,506,928	27,563,876	9.55	11.70
Thor Corp.	29,930,337	23,875,995	149,071,733	173,743,159	10.82	9.62
Twin Coach Co.	15,611,551	16,487,219	364,817	905,829	4.25	2.10
United States Steel Corp.	2,956,406,146	2,301,685,689	215,644,142	165,908,829	3.55	2.15
Universal Match Corp.	12,546,320	12,136,546	716,941	146,384	5.18	1.05
Vanguard Corp. of America	29,320,874	17,592,312	2,234,121	490,203	5.51	—
White Motor Co.	102,652,328	77,998,861	4,222,414	970,653	6.14	1.41
Yale & Towne Mfg. Co.	65,153,204	56,519,849	2,707,137	1,269,480	5.30	2.49

*Includes copper adjustment of \$49,475.
 †Total operating revenues.
 ‡Includes adjustment of \$49,952.42 for additional federal and state income taxes for prior years.
 ††Includes adjustment of value of inventory, Jan. 1, 1949, net of income taxes \$239,495.63, representing 29¢ per common share.
 †††Based upon shares outstanding after 3 for 1 stock split on May 12, 1949.

featured in commercials on the company's radio news program, "Sunoco Three-Star Extra," over 34 NBC stations, Monday through Friday, and in numerous radio and television spots in selected major markets.

A new, self-sale can, designed by Raymond Loewy, offers six selling points on the back, which it is said, eliminates the need for salesmen to memorize sales features.

During the past six weeks, meetings have been held throughout the territory to familiarize dealers with the campaign, which was launched March 19.

Hewitt, Ogilvy, Benson & Mather, New York, is the agency.

Bernstein Agency Names Two

Arthur Abravanel has been named production manager of Ted Bernstein Associates, New York. He formerly was with Chernow Co. in a similar capacity. Mrs. Rita Lynch, formerly with Atlantic Advertising Co., has joined Bernstein as assistant art director.

Thor Corp. Names Runge

Robert J. Runge, sales promotion manager of Thor Corp., Chicago, has been named to direct the company's advertising in the absence of Emil G. Best, who has been recalled to active duty with the Army's armored command.

To Kesslinger & Associates

Plastic Woven Products, Paterson, N. J., manufacturer of Firestone Velon screening, has appointed J. M. Kesslinger & Associates, Newark, as its agency.

Reorganize Sorg Pulp Co.

Formal agreements have been completed for the acquisition of a majority interest of Sorg Pulp Co., Fort Mellon, B. C., by Canadian Forest Products Ltd., Vancouver, B. C. Sorg Paper Co., Middletown, O., previous owner of Sorg Pulp, has retained a minority interest in the new company, which will be known as Howe Sound Pulp Co. Ltd. A small interest has been purchased by Perkins-Goodwin Co., New York, which will act as exclusive sales agency for the new company. Production of the mill, expected to begin about May 1, at the rate of about 120 tons of unbleached kraft pulp per day, will gradually be increased to 175 tons daily.

'Economist' Names Ragon

Sylvia Ragon has been named southeastern sales representative of Department Store Economist, in addition to the New York territory where she has represented the Chilton publication for 14 years. Robert M. Gainey, formerly with Aluminum Co. of America, has been appointed Pittsburgh representative of the Economist.

Radio Group Changes Name

National Assn. of Radio Station Representatives, New York, has voted to change its name to National Assn. of Radio and Television Station Representatives.

Lee Appoints Gordon Agency

Stuart Lee Co., Chicago, has appointed Phil Gordon Agency, Chicago, to handle advertising of its men's arch support socks.

Judge Rules WEAM Must Credit WWDC

WASHINGTON, March 26—A federal court judge ruled here last week that Station WEAM, Arlington, Va., ought to be courteous enough to at least identify the station sponsoring a giveaway program which it rebroadcasts.

The rebuke from Judge Albert V. Bryan came after WWDC, Washington, complained that WEAM announces the "lucky number" WWDC has been broadcasting in a giveaway which promises \$100 to listeners who have licenses or social security cards carrying the same digits as the number broadcast.

Howard Stanley, manager of WEAM, said the station is deliberately announcing the WWDC lucky number so that WEAM listeners will have a crack at WWDC's prize without tuning in WWDC. He said he hopes the publicity will put an end to this kind of program, because his station "does not desire to be part of a radio industry that buys an audience with money."

Under a temporary injunction issued by Judge Bryan, WEAM can continue to inform its listeners of the lucky number, provided it gives full credit to WWDC for conducting the contest. Further argument of the issue is scheduled for April 9.

KECA Appoints Four

Rollo Hunter, formerly assistant to the western division program director and program manager of KECA, Los Angeles, has been named western division production manager, succeeding Dresser Dahlstead, who was recently promoted to program director of the division. Harry Walstrom, formerly KECA's operations manager, has been named program manager of the station. Cliff Anderson, in addition to his duties as western division business manager of the program department, has been made assistant to Mr. Dahlstead. Jack Meyers, in addition to his duties as program operations manager, has been appointed assistant production manager of the division.

Losey Joins Epstein Agency

H. Lane Losey, formerly with Batten, Barton, Durstine & Osborn, New York, and the General Electric Co., has joined Alvin Epstein Advertising, Washington, as creative and sales promotion director.



SHORT ON FACES?

The old, sad story. Your magazine has good editorial content, good paper, good printing.

But it's not a snappy looking publication because your printer insists on limping along with a few old typefaces that are as dated as a pair of Civil War saddle-bags.

We offer all the modern magazine and book faces.

As a matter of fact, we have a plant full of time-saving, money-saving equipment designed especially to print your magazine.

We solicit your inquiry.

MARVIN D. **Evans** COMPANY

Publication Printers Since 1905
265 Texas Street, Fort Worth 2, Texas

this is MID-AMERICA



without the FARMER



It's a farm market, the richest on earth. It's a mass market, dominated by farmers. You can't sell Mid-America without the farmer —nor the magazine that concentrates on him alone.



Copper's Farmer

Sells MID-AMERICA

the richest Farm market on earth!

PHOTOGRAPHIC REVIEW



SAMPLE—The Tea Bureau soberly reports that Mary Collins, the Conover model posed above, is NOT the Iced Tea Queen for 1951, for the queen will be chosen "in St. Louis, where iced tea was discovered in 1904."



SOCIAL HOUR—Harry M. Gould (center), research director of This Week Magazine, chats with (left to right) Mrs. Richard Joel; Mrs. Gould; Richard Joel, Emory University ad professor, and Don Waddington Jr., Branham Co., prior to final dinner of the Advertising Institute held a fortnight ago in Atlanta by Emory U. and the Atlanta Advertising Club (AA, March 26).



ROUNDTABLE—How to improve advertising was a topic taken up by Young Presidents Organization, a group of men who became presidents of large corporations before reaching the age of 39, at its New York area meeting. Listening to discussion are L. W. Frohlich, 38 (left), president of L. W. Frohlich & Co., New York ad agency; Gaylord C. Whitaker, 40, president of Graflex Inc., Rochester, N. Y.; and Marion Harper Jr., 34, president of McCann-Erickson.



LOVE THAT FRAM—Window display in eight colors, created by Einson-Freeman, Long Island City, N. Y., is being used to promote Fram oil-fuel filters. Display is duplicated in Fram color ads in Collier's.



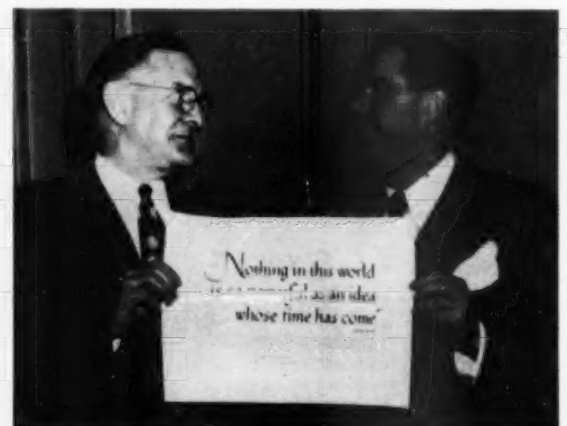
D.P.I.E.F.C.A.O.P.C.S.—That stands for Displaced Persons in Exile from California and Other Pacific Coast States and these members, at the group's first meeting, in Detroit, are (l. to r.): E. E. Potter, Young & Rubicam; LeRoy Spencer, Packard Motor Car Co.; Tod Reed, Ruthrauff & Ryan, and Henry Jackson, J. Walter Thompson Co.



TAKING IT EASY—This International Harvester Co. outdoor poster will go up in 800 cities beginning April 1. Young & Rubicam handles advertising for IH trucks, whose comfortable accommodations for drivers are being stressed.



ORLANDO MEETING—Mr. and Mrs. Jim Proud were feted at a meeting of the Central Florida Advertising Club in Orlando, at which Mr. Proud, field representative of the Advertising Federation of America, spoke about the forthcoming Fourth District convention scheduled for Orlando, April 13-15. Left to right are Mrs. Proud; A. P. Phillips Jr., president, A. P. Phillips Inc.; Mr. Proud; Helen Carrol Carruthers of Philadelphia, AFA vice-president; and Eugene D. Hill, general manager of Station WORZ.



ALL YOURS—Here Marshall Adams, advertising manager of Mullins Mfg. Co., and his successor as chairman of Distribution Council of National Advertisers, John E. Wiley, Hill & Knowlton, held a scroll honoring Mr. Adams' service to the council.

now

BEGINNING MONDAY, APRIL 9

MARY MARGARET M^cBRIDE

available for coast-to-coast sponsorship

*Locally... regionally
... nationally*

(excluding New York and Chicago)

**One-half hour
every afternoon, MONDAY thru FRIDAY,
on the ABC Radio Network**



The greatest single selling force in history, Mary Margaret McBride, is now available for LOCAL sponsorship from coast to coast. If you are an advertiser (local, regional or national) with a product to sell to women, here is the chance that comes once in a lifetime. For Mary Margaret is more than "The First Lady of Radio"... she is "The First SALES Lady of Radio." Or of any medium!

Here's how the program is being sold. Mary Margaret McBride is available — at low, local Co-op rates — on all ABC Radio Stations (except in the New York and Chicago areas). A sponsor may buy the full 30 minutes... either of the 15-minute segments... or individual one-minute spots. The 30-minute program has four one-minute commercials, two in each quarter-hour segment. Costs, of course, are determined by the size and importance of the market (or markets) that are purchased.



Never, never, never underestimate the power, the persuasion, the impact, the wonderful grace and charm, the authority of Mary Margaret McBride. Recently voted "The outstanding woman of the year in radio," Mary Margaret is a top-flight reporter. She is believed — and beloved — as no other woman in advertising. For local sponsors, the program offers a unique opportunity to build sales, prestige and good will; Mary Margaret's list of guests is by all odds the most impressive, most colorful, most exciting in radio.

Important! For any advertiser who buys the program in 100 or more markets, Mary Margaret will personally deliver the commercials.



Act now! Don't be caught napping. For details on national or regional sponsorship, call, wire or write ABC Radio Co-op Sales (TRafalgar 3-7000). For local sponsorship, call your local ABC station.

ABC

RADIO CO-OP SALES

7 WEST 66th STREET • NEW YORK 23

American Broadcasting Company

If you're proud of your 1950 advertising, enter it in the **51**

CFAC awards



You may win one of Chicago's most coveted advertising awards. The Chicago Federated Advertising Club 9th Annual Awards Competition is open to every advertiser, agency, radio and television producer . . . every printer, lithographer, engraver, art studio and typographer in the Chicago area. Perhaps your work is among Chicago's best. Pick your classifications now and get your entries in this week.

40 awards in these **9** classifications

a | Magazines (general) including supplements

1. Product selling campaign—Color
2. Product selling campaign—B&W
3. Institutional campaign—Color
4. Institutional campaign—B&W

b | Magazines (industrial and business)

1. Product selling campaign—Color
2. Product selling campaign—B&W
3. Institutional campaign—Color
4. Institutional campaign—B&W

c | Farm publications

1. Product selling campaign—Color
2. Product selling campaign—B&W
3. Institutional campaign—Color
4. Institutional campaign—B&W

d | Newspapers (national and regional)

1. National or regional campaign, institutional
2. National or regional campaign, product selling
 - a. over 400 lines
 - b. 400 lines or less
3. Local campaign, institutional
4. Local campaign, product selling
 - a. Over 400 lines
 - b. 400 lines or less

e | Outdoor and transportation

1. Poster campaign—24-sheet
2. Poster campaign—3-sheet or less
3. Painted boards and spectaculars
4. Car cards

f | Direct mail

1. Single mailing piece
2. Mail campaign
3. Catalogs and external house organs
4. Booklets and brochures
5. Annual reports

g | Point of purchase

1. Window
2. Counter
3. Other temporary displays
4. Permanent displays

h | Radio (separate awards for local and network entries)

1. Programs—drama, variety, music, audience participation, juvenile, disc jockeys, etc.
2. Special features—sports, public service, women's shows, news, veterans' shows, etc.
3. Commercial announcements, incl. station breaks.
4. New programs created during the year.

i | Television (separate awards for local and network entries)

1. Programs—drama, variety, music, news, juvenile, audience participation, sports, etc.
2. Commercial announcements, including station breaks—live and film.
3. New programs created during the year.

Closing date 5 p.m., April 23—All entries should be sent to Chicago Federated Advertising Club,

139 North Clark Street, Chicago 2. For further information or entry blanks, phone FRanklin 2-5365.

Advertising Age

Agencies Often Must Ask for Extra Fees

Do's and Don'ts Brought Up to Date

Kefauver Committee's Lessons for TV

Charts Show ANA Members' Ad Plans

THE NATIONAL NEWSPAPER OF MARKETING

Extra Fees Often Essential to Avoid Loss to Agency In Handling Advertising Accounts

By IRA W. RUBEL

Advertising agencies are beginning to feel the impact of two things:

They are beginning to find that there are certain types of advertising accounts that are so costly to handle that the 15% commission isn't nearly enough. Television, an extremely costly medium to handle, has brought this fact squarely before agencies of all sizes for the first time. Up to the advent of television the big agencies handling large accounts using high-cost space units could operate profitably on almost every account handled, but little agencies had trouble all along. The 15% commission was seldom enough pay for the service needed by many little advertisers. To stay in business, smaller agencies always have had to rely on additional fees from advertisers.

On the other side of the picture, we find that the giant industries of the country have grown to such proportions that many spend millions in advertising. There are some advertisers who spend more than \$10,000,000 a year in space advertising. Certain of these advertisers have found that the 15% agency commission is sufficient to provide for many extra services, in addition to those usually performed by agencies.

■ If you are fortunate enough to be able to secure that kind of account, you don't need to listen to the rest of my talk; you don't need to be an efficient producer; perhaps you can even afford to be extravagant. But if you are one of the great majority of agencies who handle normal and low-profit ratio accounts, you will want to listen to what I have to say.

Nearly half of all advertisers using agency service spend less than \$5,000 a year with their agencies. Think of it! The agency receives commission of \$750 a year for doing all the work that the advertiser requires, but there is no simple test by which you can determine what kind of an account will be profitable. The volume of advertising and the type of media used are important factors, but there are many others to be considered. Small, low-cost space advertising is often unprofitable; however, when the same ad is repeated many times, a profit could result. A network radio program throwing off a substantial commission is usually highly profitable, but if the client is difficult to satisfy and a great deal of contact, copy, and research time is required the account may not be so profitable. Trade paper advertising, as you know, is often low-unit-cost space, but sometimes the nature of an account is such that it is simple to handle and then in spite of the low-unit-cost space a trade paper account could be profitable.

■ The agency commission of 15%, being a fixed ratio of the cost of the advertising media used, seldom represents the correct fee for the work required to create and develop the advertising; but the commission system is the foundation of the business and is helpful to both advertisers and publishers.

Rising costs of operation are affecting advertising agencies as well as all other types of business. In this analysis of advertising agency operations, presented March 26 before the Southern California Assn. of Advertising Agencies in Los Angeles, Ira W. Rubel of Rubel and Fields, Chicago, certified public accountants specializing in advertising agency operations, makes the point that in many cases fees must be collected, in addition to normal commissions, if accounts are to be handled profitably.

Yesterday, an agency called me in to quote a fee for performing an audit. I told the prospect that there was no standard specification of an audit, that an audit could be anything from a very superficial test check to a complete detailed examination of each and every transaction of the business. The price of an audit, therefore, depends on how much work is to be performed; on just what part of the spectrum the particular job fits into. And that's true of agency service too. There can be no uniform service that an agency performs for all clients. The amount, and the cost of the service, may vary tremendously even on two accounts spending the same amount of money in advertising media.

Last week, in reviewing an agency's figures, I found that the cost of handling one \$100,000 account was \$20,000; while on another doing the same volume it was only \$8,000. In both cases, the agency received compensation of about \$15,000.

■ The commission system is the foundation of the agency business because historically it represents the basis of the agency's income. It reduces publisher and radio station costs and greatly simplifies the business. Advertisers have come to believe that the agency commission represents the correct compensation for performing the work that is needed to create and develop their advertising, but this just isn't so. The smart advertiser who has a small appropriation or who uses a kind of advertising that is costly for the agency to create and develop would be doing himself a service by paying the agency a fee in addition to commission income.

Bear in mind that the advertiser who spends \$100,000 a year pays the agency \$15,000 in commission. An additional fee of \$7,500 would increase agency income by 50% and yet it would only increase the advertiser's appropriation by 7½%. Yes, for an increase of 7½% in cost the advertiser might get twice as good a job. On the other hand, the advertising account spending \$500,000 or \$1,000,000 in network radio programs, full-page consumer magazine advertisements, and large display ads in big city newspapers may throw off enough commission income to provide for many services in addition

to the normal contacting, copywriting, visualization, media selection and production operations. Some of the extra services that agencies perform for big profitable accounts include research, various merchandising services, publicity and public relations services.

■ There are agency people who feel that it is good business to make money on one account and lose it on another. They say that as long as the agency makes a profit, it is foolish to worry about accounts on which they lose money. I just don't believe this. I think it is poor business and downright stupid to work hard for an advertiser and then lose money besides. Our profit economy is built on the idea that we ought to make a profit when we deliver a good service.

I know an agency that had three accounts, each doing a volume of about \$200,000 a year. The agency lost \$6,000 on one and made \$3,000 a year on each of the other two. In total, the agency just broke even. Unfortunately, one of the two profitable accounts discontinued its advertising program; then the agency found itself with a \$3,000 a year net loss.

I have known many agencies who have gone along with losing advertisers feeling they would develop the account, and, when it got to be a sizable account, they would make a profit. Invariably, when an agency nurses a losing account, it leaves the agency and goes to someone else when it gets to be a large account. It is unfair for any advertiser to expect its agency to handle business at a loss. No accountant or lawyer would consciously serve a client and lose money as a result.

■ Those of you who agree with the principle that each account should stand on its own feet will agree that it is imperative for an agency to know which accounts are profitable and which are not. To do this, you need a method for getting figures that will tell this story. When you make a study, you will find that many of your accounts are unprofitable. It is not nearly as difficult as you think to correct these unprofitable conditions.

Recently, we were invited to assist one of the large agencies in correcting a situation where they were losing \$50,000 a year on a \$2,000,000 account. An analysis

of the operations disclosed the reasons for the loss. Part of it was caused by the fact that the agency was doing certain jobs that were not needed or wanted by the client. Another part of the loss was caused by an inefficient account executive. A third source of loss was low-unit-cost media page ads where the commission income was about \$45 a page. It was not difficult to convert the losing account into a profit maker but it took time and patience.

■ The first key to profitable agency operation is to know what's going on in your agency, to know which accounts are profitable and which are not, and why. The advertising agency is a simple business consisting of performing the professional service of creating and developing advertising. Almost the entire cost of producing a client's advertising consists of the cost of the time the agency people spend to perform the services; the contact men, the copywriters, artists, media people, production people and the researchers. A small additional cost for traveling, entertaining, unbillable production items and long distance telephone completes the total cost of creating and developing a client's advertising. A simple accounting system that is conceived with intelligence will quickly produce reliable facts showing the income, cost and profit from each account an agency handles.

Remember that the average profit in the agency business is about 2% of the total volume. The agency's real income is represented by the commissions and fees it receives. About 60% of this income is spent in creating and developing clients' advertising. Between 25% and 30% is spent for overhead, including rent, book-keeping and clerical help, insurance, miscellaneous taxes, and such items. The balance (from 10% to 15% of the agency income) represents its net profit before taxes. If you want to make a profit through operating your advertising agency business, get a clear picture of what your operation consists of, and go about correcting the weak spots. You should know which accounts are losing accounts and you should study these accounts. Remember that if you lose \$2,000 a year on an account and are able to remedy the situation so that you make a normal profit of, say, \$1,500, the difference of \$3,500 represents the normal agency profit on \$150,000 in volume. In other words, to correct one such weak situation is as good or better than selling a new account billing \$150,000 a year.

■ The right way to approach the problem of fees and service is to first determine what your agency ought to do for each particular client. Taking them one at a time, make a list of particulars, specifying what service the client needs. When you have determined the nature and extent of service to be performed for a client, compute the cost of performing this service. This is not difficult because

most accounts have been with you for at least a year. The agency will have performed many of the services before. A study of the past costs will indicate what should be spent in the future. If you do not have records to show how much time your employees spend on each account, you might be able to get a reasonable approximation by securing time estimates from your people.

After you have determined what it will cost to service an account, add an amount to take care of overhead and profit. Compare this total figure with the commission that you are receiving from the client's advertising. If the total cost, plus the overhead and profit, amounts to more than the commission, you must get an additional fee from the client or cut the cost of performing the service.

- The total amount you receive from the advertiser ought to be spent as follows:
 - 50% to 60% — For doing the work (Direct Cost)
 - 25% to 30% — For overhead (Indirect Cost)
 - 10% to 15% — For profit before taxes.

If it costs more than 60% to do the work required in connection with developing the client's advertising, you're spending too much on the account.

It is time that agency men openly admitted that while the commission system is the foundation of the agency business, it is not a perfect means of determining the agency's correct compensation. Advertisers need to be educated on this point. There is nothing wrong with showing a client that the commission you receive on his account is inadequate to pay for the service he needs. On the other hand, in those few cases where the commission is more than ample to pay for the usual kinds of agency services, this

ought to be readily admitted too. The agency should freely agree to perform extra services that the client can use.

The selling price of professional services should always take three elements into consideration; namely, the cost involved, the skill required, and the results accomplished.

■ Every agency ought to have a means of securing new business, and I cannot complete a talk on profitable management principles without telling you that I have never seen a new business department work in an agency. The only successful and reliable way to get new accounts is for the owners and principal executives to do the contact work and sales work needed to secure them. No one can do this for you as well as you can do it yourself. It is far better to hire assistants to help you perform the details of everyday work, so that you can spend some of your time securing new accounts, than it is to hire new business men. Every agency ought to have a program or plan for securing new business. Some agencies even take their own medicine—advertising.

Surround yourself with the most capable people you can find and if you are not big enough to afford top talent in specialized fields make arrangements so that you can secure those talents as you need them. There are many independent contractors, free lance operators, and other organizations from whom you can secure top ability in the fields of research, television production, publicity, public relations, copy, art, etc. When you succeed in surrounding yourself with capable people give them an incentive to perform with their maximum capacities. Remember that part of your drive comes from the pride of ownership, the thrill of success, and the satisfaction of achievement.

Employe Communications . . .

Making It Tough for the Saboteur

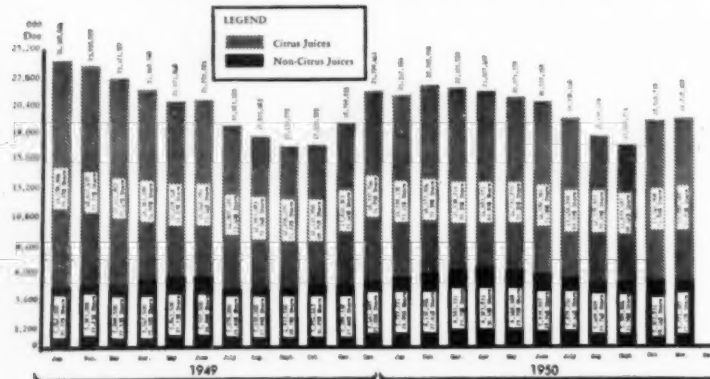
By ROBERT NEWCOMB and MARG SAMMONS

■ IN a pioneering move to protect employes and their families, as well as its own properties from sabotage, General Petroleum Corp., Los Angeles, is offering large rewards for the capture of saboteurs. This project is being similarly underwritten by two major domestic affiliates—Socony-Vacuum Oil Co., New York, and Magnolia Petroleum Co., Dallas. Each of the three organizations has earmarked \$100,000 as reward payments.

This development, fortified as it is with an impressive amount of cold cash, is

enough to make some of the security skeptics wince. Too many people still regard plant protection as a vague need, but if the warm war gets hotter, the products of our oil companies will be desperately needed. "Sabotage," according to General Petroleum's announcement, "is one of the greatest dangers to our national security, however it arises or is motivated." The company does not regard war as "necessarily imminent," but it feels that insofar as it lies in its power, the company should take "appropriate preparedness measures."

TOTAL JUICE MARKET
CONSUMER SALES IN DOZENS OF 6 OZ. CANS RECONSTITUTED



Consumer sales of the total juice market divided between citrus and non-citrus are shown here—citrus including orange, grapefruit, lemon, blend and tangerine, and non citrus including pineapple, apple, vegetable combination, tomato, prune and grape. In the graph, prepared for the "Frozen Food Yearbook, 1951," the government's consumer buying designation in dozens of citrus fruits has been translated into the juice equivalent of a 24-oz. unit so that this sector of the market could be compared with the reconstituted concentrated-juice-can equivalent of 24 oz. For instance, it takes, on the average, 8 2/3 dozens of fresh oranges for the same amount of juice as a dozen 6-oz. cans of frozen concentrate when reconstituted, the yearbook says.

The Creative Man's Corner

By and large, when a bank advertises on a sporting page that's news—good news about what's happened to banks and banking institutions since the turn of the century.

When the Corner was a child—at the turn of the century—banks were referred to as institutions and bankers were people with paunches, heavy gold watch-chains and no interest in anything more sprightly than a financial statement.

The Corner feels that by offering a baseball schedule—available at any one

FREE BASEBALL SCHEDULE
Yankees • Dodgers • Giants Home Games

Mail the coupon below—or phone or stop in at any of these 28 Chase offices:

UPTOWN

25 East 57th Street
141 West 57th Street
Park Avenue at 66th Street
Broadway at 116th Street
Madison Avenue at 79th Street

MIDTOWN

408 East 23rd Street
Fourth Avenue at 23rd Street
Fifth Avenue at 23rd Street
Madison Avenue at 25th Street
Seventh Avenue at 23rd Street
46 West 24th Street
Seventh Avenue at 41st Street
56 East 42nd Street
423 Lexington Avenue
Madison Avenue at 65th Street
11 East 69th Street

ROCKEFELLER CENTER

Rockefeller Plaza at 66th Street

DOWNTOWN

12 Pine Street (Head Office)
11 Broad Street
25 Broadway
75 Madison Lane
214 Broadway
Broadway at Worth Street
Worth Street corner of Church
Broadway at Fifteen Street
77 1/2 Avenue at 14th Street

BRONX

255 East 169th Street

BROOKLYN

191 Montague Street

The Chase National Bank
(Member Federal Deposit Insurance Corp.)

CLIP AND MAIL TODAY!

The Chase National Bank, Dept. NY-3 (Please Print)
18 Pine Street, New York 18, N.Y.
Please send me free schedule of Yankee, Giant and Dodger home games 1951.

Name _____
Address _____
City _____ State _____ Zone No. _____



of its many branch offices—the Chase National Bank has moved the cause of banking a good step forward among the all important "common people."

It's always easier to feel friendly toward a boss or a banker who goes to baseball games than one who confines his extra-curricular activities to lectures or the opera.

Maybe this is a sign of a general lack of culture on the part of the American people. But the Corner can't help feeling that if the Russians went to baseball games, they might be a little more cultured in the ways that really count—especially if we're all going to live together as one big happy family.

The plan has been thoughtfully worked out. The sum of \$25,000 will be paid to the "person or persons who voluntarily come forward with evidence or bring about the production of evidence leading to a final conviction of one or more parties guilty of a deliberate crime of violence arising in connection with sabotage involving the company, and resulting in the death or permanent disability of an employe." If other personal injury to an employe is suffered, the reward is \$10,000, and \$2,000 is offered where company property is damaged beyond a specified amount. Provision is made for reimbursing the employe suffering property damage as a result of sabotage.

Even if the occasion for paying a reward never arises, the project has high value. The announcement serves the purpose of making employes more aware than ever of the need for plant protection. The more acutely cynical will feel that the announcement will send company employes on a witch-hunt, that communists here-

after will be found under every bed. This seems unlikely, since the rules of the game are specific.

■ Any successful assault against our shores by an enemy involves the prior disruption of our key industries and of the sources of our raw materials. In our national zeal to emphasize to the employe the need for individual productivity, we might use the foregoing points to underscore an individual's importance. During World War II, workers in western copper mines found difficulty in appreciating their contribution, since they were doing the same thing in war as it peace. When they were shown shells and tank parts and guns which resulted from their own basic production, they began to feel a new kinship with the national cause. They knew then why productivity was essential.

If a man's job is important enough that an enemy would want to sabotage it, it must be important indeed. It wouldn't hurt things any to tell him just that.

Do's and Don'ts for Admen During the Mobilization Period

This new decalog of recommended procedures for admen to follow during the period "in which one customer—Mars—is taking so much of the available supply" was voiced by S. R. Bernstein, editor of ADVERTISING AGE, at a meeting of the Montreal Advertising Club March 21. To keep advertising clean and sharp in the "interim" period, he suggested:

1. Do use advertising to make a sale. Every bit of advertising you run. It can help you explain shortages, keep you in the good graces of your dealers, help you
2. Do not use advertising to make a sale. Every time you have no goods to sell, you can still set up a specific selling target for



pulling power

If you want to draw a crowd, show your product where the traffic is heavy! The FIRST 3 Markets Group reaches the people where the traffic is the heaviest. In 363 Industrial NORTH and EAST Counties that account for over 34% of the total U.S. Retail Sales FIRST 3 Markets Group draws a crowd of over 1/2 of all the families.

the group with the Sunday Punch



FIRST 3

MARKETS GROUP

NEW YORK SUNDAY NEWS
CHICAGO SUNDAY TRIBUNE
PHILADELPHIA SUNDAY INQUIRER

rotogravure
colorgravure

picture sections
magazine sections

New York 17, N. Y., News Building, 220 East 42nd Street, Vanderbilt 6-4894
San Francisco 4, Cal., 155 Montgomery Street, GARfield 1-7946

Chicago 11, Ill., Tribune Tower, Superior 7-0043
Los Angeles 17, Cal., 1127 Wilshire Blvd., Michigan 0578

salesmen, aid in worth while morale and public service projects.

2. Don't run advertising to "keep your name before the public."

This is merely a euphonious way to say that you are advertising without any real purpose or thought. If you can't nail down a more specific objective than "keeping your name before the public," you would probably be better off not to run the advertising at all.

3. Do your advertising as carefully and as intelligently as you can.

Keep your standards of media selection high, and make your purchases of advertising space and time and services as carefully as you can. If nothing else, this will keep you sharp and alert in this area; and you are going to have to be sharper and more alert than ever before when you are pushing hard for orders again.

4. Don't buy advertising merely because the tax laws or your profit picture make it "cheap."

Don't even think about advertising in this way. Advertising is much too important a business mechanism, and will be too vital a sales tool in the future, to be depreciated by being bought—or sold—as a "bargain basement" item.

5. Do tell your employees, your stockholders, your dealers and distributors, and the public what you are doing—and why.

They have an interest in your activities, they have a right to know, and it is good business for you to tell them.

6. Don't brag or be boastful.

Don't tell how your factory is winning the cold war all by itself; give the other people, including the fellows in the training camps and on the firing lines, a little credit. Don't wrap yourself in the flag and deliver Fourth of July or Dominion Day speeches that have a hollow ring.

7. Do support worth while governmental projects, morale-building movements, and civic and philanthropic causes.

Be a good citizen in your advertising, as well as in every other way.

8. Don't fail, whenever possible, to make even this public service advertising do a selling job for you.

Don't just "give your advertising away"—not even to the government. You can accomplish the desired public service objective and at the same time help yourself and your business; and there is no reason why you shouldn't. The government will undoubtedly need strong, efficient, well-liked businesses as much as anything else in the days to come.

9. Do find time to prepare and plan for those hard-selling days that you know are coming.

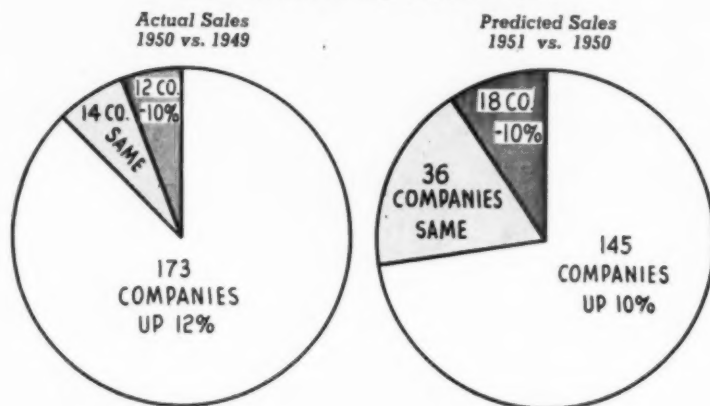
Remember, no matter how important and helpful your advertising may be when you have no goods to sell, it is still going to be far more important when you are expected to come back with orders. Study your past selling and advertising experience; plan for the future; make sure that you are not only ready to do a real selling job again, but able to do a better, more effective job than you have ever done before.

10. Don't do anything that could in any way injure the believability in, and the effectiveness of all advertising.

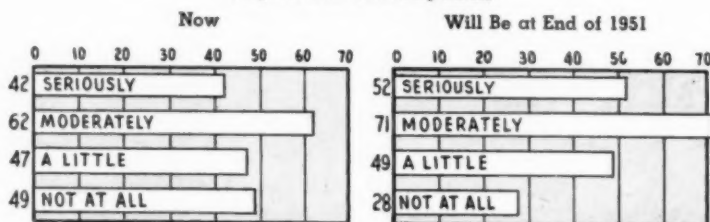
Don't offend on the score of deception, or bad taste. Remember that the job ahead is going to be so tough that it will require not only high skill and high intelligence, but a "favorable climate" for advertising—a climate in which government and the public will have confidence in the value of advertising, belief in the integrity of advertisers, and a sure knowledge of advertising's real function in keeping the economy moving at a high level.

Study of Business Trends, Advertising Plans

Data from Members of Assn. of National Advertisers
Presented at ANA Meeting by Lowell MacElroy



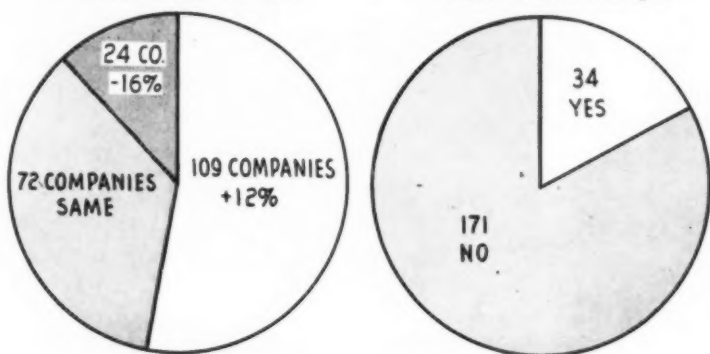
Are your company's principal products in short supply?
(Replies from 200 companies)



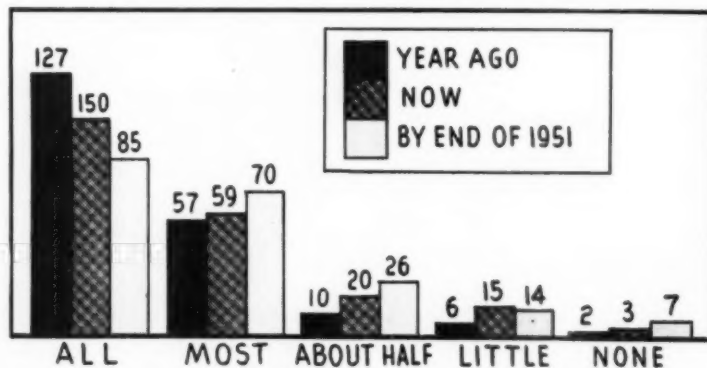
Advertising Plans

How 1951 Ad Budgets Compare with 1950 (median changes)

Has Mobilization Program Affected Size of Budget?



"About how much of your company's advertising was (is or will be) devoted to direct selling copy?"
(Based on replies from 202 ANA members)



I'm More To Be Pitied Than Censored

I've always subscribed to the latest in fiction,
I try to keep up with the news.
I read what is written by authors of note,
And I sometimes concur with their views.
I'm all for digesting some scientific study;
Psychology's one thing I know.
I learned all the operas by heart as a lad,
And to concerts I frequently go.
But somehow or other I'm thrown for a loss
When lately I meet with my friends—
They talk in a lingo quite foreign to me;
Will I ever get wise? That depends.
They utter huzzahs for a Caesar, not Julius;
And Imogene Coca—they crow:
"No better comedienne's living today!"
And they're loud in their praise of the show.
They tell me that Martin & Lewis are screwy,
That Hopalong Cassidy's swell.
But me, I'm just mum, so I'm classed as a bum
Though for reasons I'd rather not tell.
They rave about Faye, Fran, Kukla and Ollie,
And Godfrey, it seems, is their man!
They can't get enough of the wild western stuff,
And they add, too, that nobody can.
I've been roasted and scorned, tho' I should have been warned,
But I can forgive and forget.
I just can't discourse with these creatures, of course,
For I haven't a TV set.

—ALLEN THRASHER,
Ralph H. Jones Co., Cincinnati.

The Eye and Ear Department

Before some network vice-president points to the widespread interest in the presentations of the Kefauver hearings in New York as evidence of TV's cultural possibilities, The Eye and Ear Department would like to analyze the reasons why these hearings have proved so popular.

In this analysis he would also like to throw in the televising of President Truman's inauguration and of the UN meetings at Lake Success for good measure.

All these activities had the essential

ingredients that you find in any good TV show. They had, first of all, big names—Truman, Malik, Costello, O'Dwyer. Second, they had super performers—with, perhaps, Virginia Hill topping the list. Third, they had dramatic staging—the White House, the Security Council room, the witness chair. Fourth, they had an impressive script—with exceptional dialog, sharp character delineation, and something of consequence happening. And, fifth, they had the stimulus of intrigue. (Truman, for example, by a rare

display of politicking, had just beaten a sure winner.) There was also an occasional high bit of comic relief.

Take all these factors and you'll find they apply—in all or in part—to the higher ranking TV shows now on the air. The Kefauver hearings may have contributed to public enlightenment, but that was not the chief source of their intense hold on the viewing audience. If you think so, try sponsoring the daily doings in the House

of Representatives or the deliberations of ECOSOC.

It is quite possible, of course, that if our public servants—federal, state and municipal—had to perform daily before the television cameras, they would confine themselves to the more dramatic public issues, speak less for the record and for small groups, and expel a lot less wind in the speeches they make. Might not be a bad idea at that.

FARM JOURNAL DOES WHAT NO OTHER MAGAZINE CAN DO



④ First Choice of the People of Rural America

● Magazines, like all products, have to be sold to people. And people make choices when buying magazines, just as they do when buying any other commodity. By their purchases they reveal their preferences.

FARM JOURNAL outsells *ALL* other magazines in Rural America—outsells other farm magazines by from half a million to a million and a half copies per issue—beats the two large mid-western sectional farm magazines *in their own territories* by a wide, wide margin.

Examine the ABC reports carefully. See for yourself that, at *full price*, FARM JOURNAL not only outsells all other rural magazines but its circulation leadership continues to grow and grow.

No wonder we say FARM JOURNAL is first choice of the people of Rural America—does what no other magazine can do!

Here's what **FARM JOURNAL** alone gives **READERS • ADVERTISERS** **• RETAILERS**

1. The only farm magazine printed on news magazine presses
2. Only Farm Journal contains The Farmer's Wife — *THE* complete women's service magazine written expressly for rural homemakers
3. Most merchandisable magazine in Rural America
- ④ 4. First choice of the people of Rural America
5. Preferred by County Agents and Home Demonstration Agents
6. Largest on-the-farm circulation of any farm publication
7. The magazine farm families depend upon
8. Largest selling magazine among the millions of families who live beyond TV
9. The only farm magazine reader-checked every issue by Starch Advertising Readership Service
10. Lowest cost per delivered reader of any farm magazine
11. First with advertisers who count results
12. Covers more subjects of interest to everyone on the farm
13. Greatest circulation of *any* magazine in Rural America
14. Covers more of the best farms
15. Greatest coverage where your best retailers operate
16. Largest on-location, in-the-field, full time editorial staff

Farm Journal

NO WONDER FARM JOURNAL
IS THE LARGEST SELLING
MAGAZINE OF ALL WHERE
HALF THE CONSUMERS OF
AMERICA LIVE! CIRCULATION
NOW MORE THAN 2,850,000!

Dan Miner's Agency 40 Years Old Today

LOS ANGELES, March 29—About 3 o'clock next Monday afternoon, some 200 of Los Angeles' advertising fraternity will gather at the offices of the Dan B. Miner Co. to extend congratulations to Dan B. Miner.

April 2 is the 40th birthday of the agency, which is the oldest in Los Angeles. Of the six or seven agencies that were operating in April, 1911, the Miner company is the only one still in operation, having retained its corporate identity under the same directing.

During that time the agency has billed a total of more than \$30,000,000. Its early years were closely interwoven with, and in a sense reflect, the development of the then basically tourist-citrus area to its present position as an industrial metropolis as well.

■ At the outset, the agency was a one-man (and no secretary) operation in a single room in the Walter P. Story Bldg. in downtown Los Angeles. Today, after several moves, the agency and its staff of 32 are housed in its own building.

The agency was formed by Mr. Miner after he had been selling space for the old *Los Angeles Record*, a job he had taken after coming to Los Angeles in 1908, following graduation from Rutgers. Finding that in order to sell space he usually had to write copy, he decided to make the latter his business.

In those days, he recalls, agencies operated solely on a business service fee to clients. Outdoor and car card companies didn't recognize agencies; there was no radio or TV; newspapers would not pay an agency commission on space placed by local agencies; there was no national advertising from the area.

■ At that time, 1911-13, Los Angeles real estate was booming, and Mr. Miner started with several such accounts. One of his innovations was the organization of free bus tours to real estate subdivisions. The idea came to him one afternoon while talking with a jitney driver.

He hired the bus and the driver, wrote some copy, ordered signs and filled the bus with sight-seers. At the end of the trip, most of the passengers, who thought they were just going along for the ride, found they had purchased property in subdivisions operated by Miner clients.

When the bottom fell out of the real estate boom, the new agency moved into a then burgeoning industry... automobiles. Like many other areas at that time, Los Angeles had many who took a fling at the infant industry. It may, in fact, have set a record, having by historical count some 40 manufacturers between 1914 and World War II.

■ Mr. Miner handled several of these auto accounts, including the Stearns-Knight. As agency for automotive accounts, Mr. Miner organized road tests, and he even drove the cars in rugged cross-country and mountain runs, a promotional idea as effective then as it is today.

The next milestone Mr. Miner likes to recall is 1921-22, when the All-Year Club of Southern California was open to agency solicitation for the first time. His pitch was the spending of a good share of the available budget to attract industry. The All-Year Club didn't buy the idea because then, as now, it conceived its job to be solely that of attracting tourists.

The Chamber of Commerce was the next logical candidate for such an idea, and Mr. Miner took it there. It was adopted and resulted in the formation of the chamber's present industrial department. All concerned readily admitted that one of the chief obstacles to the success of such a promotion would be an unfortunate reputation Los Angeles had achieved for "hot air."

■ Because of this, between \$75,000 and \$100,000 was raised and more than two years was spent on collecting and developing a factual presentation of Los Angeles' desirability as an industrial location. The agency handled this "balanced prosperity fund" for several years after it was launched.

In 1925, the agency joined the American Assn. of Advertising Agencies, and for many years was the only member in Los Angeles. A membership is now also held in the Continental Agency Network.

In 1926, Dan B. Miner Co. acquired the account of the Bureau of Water and Power. Here again he found himself in a movement to promote Los Angeles' industrial development. The bureau, along with other interested organizations, was boosting the erection of Hoover Dam. When the dam was built several years later, Los Angeles got



PLENTY OF EXPERIENCE—Dan B. Miner (seated), founder and president of Los Angeles' oldest agency, with four executives whose combined service with Dan B. Miner Co. totals more than 100 years. They are (l. to r.): Isabel Moses, vice-president; Marie R. Sweeney, secretary-treasurer; J. C. Morse, executive vice-president, and Edith Grooms, media director.

the power and water it needed for industrial development from the Colorado River.

To Dan Miner this was a worth while goal. Although an easterner by birth and schooling, he feels that eventually Los Angeles will be the center of world advertising, with the movement of the center of the radio-television industry to Hollywood accelerating the pace. The only limiting factor he can see will be water. He still has a tremendous enthusiasm for the future of the West.

■ The agency grew steadily until in 1935 its payroll numbered 23. Eleven years later, in 1946, agency personnel numbered 26. Today, the count is 32. The slow and steady, rather than spectacular growth is characteristic of Mr. Miner's attitude toward business.

"I've never had any ambition to be the biggest agency and have branch offices," he says. "It's hard enough to do well in one town." Carrying this over to new business activity, he said, "I believe the best source of increased billing is the development of accounts in the office rather than through an aggressive program of new business promotion."

Today, the agency has 13 accounts: American Beauty Macaroni, Clifton's Cafeterias, Forest



DEPARTMENT HEADS—Radio-TV executives of Dan B. Miner Co., checking over a new contract, are (l. to r.): Hilly Sanders, vice-president in charge of radio-television; Arthur E. Trask, assistant to the radio-TV v. p., and Robert C. Black, assistant radio and



television director. The production department manager is Herbert Richard Glover (holding artwork), shown with Herbert Kessler, assistant production manager, and Nancy Burns of the department.

Lawn Memorial Park Assn., Forest Lawn Insurance Co., Hospital Service of Southern California, Interstate Bakeries Corp., Kendall Foods Inc., Lakewood Park Inc., Los Angeles Transit Lines, Luer Packing Co., Mytinger & Casselberry Inc., Prepared Products Inc., and Smart & Final Co.

■ After 40 years, Mr. Miner still keeps regular office hours. He acts as general supervisor for the agency, being active only on the account of Interstate Bakeries. Op-

begun 40 years ago when Miner began as a real estate agency is the account of Lakewood Park, world's largest real estate promotion.

This account makes extensive use of saturation spot campaigns on both radio and TV. In a typical Lakewood campaign, during a two-week period early this year, 624 radio spots and 54 live TV spots hit the ears of Los Angeles (AA, Feb. 26).

■ Dan Miner feels that advertising really came into its own during the last war. For this he credits campaigns of the Advertising Council. His agency handled several campaigns, including "Zip Your Lip," which it developed.

The respect gained by the work of advertising people reached even those politicians who previously wanted to control advertising, but came to appreciate the function and value of advertising. Mr. Miner observes. This changed attitude can only mean new horizons for advertising in the future, as Mr. Miner views it.

Wade Agency Changes to Geoffrey Wade Advertising

Effective April 1, Wade Advertising Agency, Chicago, will be liquidated, and in its place will be formed Geoffrey Wade Advertising, headed by Albert G. (Jeff) Wade II. The new organization will handle all accounts now handled by the present agency, which is headed by Mr. Wade's grandfather, Albert G. Wade. Accounts include Miles Laboratories Inc., Encyclopaedia Britannica Inc. and DeMets Inc., candy manufacturer. According to Mr. Wade, most of the present personnel will be retained. The new agency will have its main office at 20 N. Wacker Dr., Chicago, and a Pacific Coast office in Hollywood.

'News-Miner' Names King

Bob King has been named advertising manager of the *News-Miner*, Fairbanks, Alaska, effective April 15. He was formerly with the *Shopping News* in Anchorage, Alaska, which has just suspended publication. Before that, Mr. King was advertising manager of the *Anchorage News*.

Claridge Food Names Bell

Harry E. Bell has been appointed sales manager of Claridge Food Co., Flushing, L. I. He was formerly sales manager of Tidy House Paper Products and American Steel Wool Mfg. Co.

McCarter Joins LeStrange

James D. McCarter, formerly New York manager of Hoard's Dairyman, has joined Austin LeStrange Co., New York, publishers' representative.

Publisher Moves Offices

Scholastic Magazines has moved its offices to 351 Fourth Ave., New York.

Kal, Ehrlich Agency's Billings Were \$2,773,821

Kal, Ehrlich & Merrick, Washington agency, has told AA its billings were incorrectly reported in the March 5 issue. The billing figure, \$2,138,340, was drawn from the questionnaire returned by the agency, but Norman C. Kal, president, says the correct figure should have been \$2,773,821.

A breakdown of the agency's billing by Mr. Kal is as follows: Newspapers, \$1,119,798; radio and TV, \$978,644; art, \$112,478; direct mail, \$276,525; production, \$165,726; magazines and periodicals, \$120,647. The agency added 22 accounts in 1950, and lost five.

Nalley's Opens Radio Drive

Nalley's Inc., Tacoma, Wash., has launched a spring and summer radio campaign promoting Nalley's potato chips and pickles. A 15-minute show, featuring Mooney and Mack, is being used over KOMO, Seattle; KEX, Portland, Ore.; KGA, Spokane, and KMO, Tacoma. Twenty-five other stations in Washington, Oregon, Idaho and Montana are carrying spot announcements. Promotions for Nalley's potato chips also have been scheduled for the Pacific Northwest edition of *Sunset* and in the *Oregonian* and *Oregon Journal*. Condon Co., Tacoma, is handling the campaign.

L. A. Bank Signs TV Series

The Citizens National Trust & Savings Bank of Los Angeles has signed to sponsor a new weekly television series, "March of Time Through the Years," on KECA-TV, Los Angeles, Sundays, from 7:30 to 8 p. m. The 26-week series will consist of selected March of Time releases of past years which have particular significance in the light of current events. The films will be combined with panel discussions by ABC commentator John Daly as host, and two guest authorities each week. Hixson & Jorgensen, Los Angeles, is the agency.

Appoints Ayer & Gillett

Ayer & Gillett Advertising Agency, Charlotte, N. C., has been retained to handle the advertising of Radiator Specialty Co., Charlotte, manufacturer of chemical and rubber specialties in the automotive, plumbing and heating fields.

Names Small & Gautreaux

Mortensen Rug Co., Oakland, Cal., has named Small & Gautreaux Advertising, Oakland, to direct its advertising. Radio and transit advertising will be used.

KRLD Promotes Roberts

William A. Roberts, commercial manager of Station KRLD-AM-FM-TV, Dallas, has been promoted to assistant general manager. He will continue in charge of sales.

Florman Joins Colton

Charles E. Florman has joined the media department of Wendell P. Colton Co., New York.

Free Ad Service Offered to Dealers by Fairbanks Ward

Chicago, March 27—Fairbanks Ward Industries, designed to furnish merchandise and free advertising service to local instalment retailers, has been organized with main offices in the American Furniture Mart here.

Aimed at furniture and jewelry retailers whose main business is in instalment buying (50¢ down, 50¢ a week), Fairbanks Ward will offer a coordinated program for opening new instalment accounts and re-opening expired accounts.

The company will supply retailers with such housewares items as aluminum pots and pans, electric hand tools, etc.

■ Concomitant with the merchandise will be a free advertising service, merchandising counsel and a coordinated promotional program, with merchandising integrated with the ads. Plans call for operation on a nationwide basis.

Fairbanks points out that only one dealer in each city or town, regardless of the size of the community, will participate in the promotion.

Ad service includes materials for b&w, red-and-black and four-color reproduction, plus rotogravure and comics sections. Dealers also will have mailing pieces available. Scheduling of ads will be at the discretion of the individual retailer, whose name will appear in the copy, as well as the Fairbanks Ward Industries logo.

■ President of the new organization is Michael S. Wolfson, former midwest sales manager of Hamilton Ross Industries. H. H. Balkin is assistant to the president; Harry Zaidler, former treasurer and general manager of Hamilton Ross, is merchandising buyer, and Alfred H. Howard, Fairbanks' advertising and sales promotion manager, formerly was in charge of advertising for Hamilton Ross Industries.

Kammer Joins Station WDEF

Elmer D. Kammer, former sales promotion manager of Southern Furniture Sales Co. and formerly on the advertising staff of the Times, Chattanooga, Tenn., has joined the advertising department of Station WDEF, Chattanooga.

Curtiss-Wright Director



Maj. Gen. Edward M. Powers, U. S. A. F., retired, has been elected a director of the Curtiss-Wright Corporation, Wood-Ridge, N. J., manufacturers of aircraft engines and electric propellers. Gen. Powers and 302,833 other men of action throughout American business read The Wall Street Journal daily.

(ADVERTISEMENT)

Owens to All-Scope Pictures

C. D. Owens, formerly sales promotion manager of the California Prune and Apricot Growers Assn., San Jose, Cal., has been named vice-president of All-Scope Pictures Inc., Hollywood, Cal., commercial film producer.

Gray Appoints Cabot A. M.

Gray Mfg. Co., Hartford, Conn., maker of the Audograph electronic sound writer, has appointed Perry Cabot as advertising manager.

Appoints Clare Mosby

Clare Mosby, formerly account executive with Schuyler Hopper Co. and Van Diver & Crowe, both in New York, has joined the advertising and circulation promotion staff of Petroleum Engineer Publishing Co., Dallas.

Two Appoint Shrager Agency

John Shrager Inc., New York, has been appointed to handle the accounts of T. S. Denison Co., Minneapolis, and American Nature Assn., Washington.

Zola Forms PR Agency

E. W. Zola, formerly public relations director of Albert Frank-Guenther Law, Chicago, has formed his own public relations agency, E. William Zola Associates, with offices at 69 E. Cedar St., Chicago.

Cooper Leaves FC&B

Eugene Cooper has resigned his position as account executive in the San Francisco office of Foote, Cone & Belding to make his home in Chicago.

Bali Names Miss Brent

Trudy Brent, formerly with the Barbizon Corp., New York maker of ladies' underwear, has been named advertising director of the Bali Brassiere Co., New York. Miss Brent will coordinate merchandising and sales promotion in addition to her duties as ad director.

Dick Lewis Studios Moves

Dick Lewis Studios Inc., Chicago advertising art studio, has moved to 155 E. Ohio St.

“Now we make the first show without rushing”



Millions of couples are off to the movies tonight—leaving a dishwasher to do the chores because the pages of catalogues, brochures and magazines helped them find more time for relaxation.

Here is one of the many examples of printed selling at work, converting ideas into the reality of pleasant living. In fact, everywhere you turn, you meet Oxford Papers in action, sharing the important job of making America's products more desirable.

Learn for yourself how much Oxford offset, letterpress or rotogravure papers can do for your selling-in-print.



OXFORD PAPERS
Help Build Sales



OXFORD PAPER COMPANY
230 Park Avenue, New York 17, N. Y.

OXFORD MIAMI PAPER COMPANY
35 East Wacker Drive, Chicago 1, Ill.

Mills at Rumford, Maine, and West Carrollton, Ohio

Advertising Is Subject of Legislation Considered in Many States, AFA Reports

NEW YORK, March 26—This is a legislative year, the alternate year in which practically all state legislatures are in session, Advertising Federation of America notes in its current news letter, and advertising is the target for its share of the many thousands of proposed bills.

Among items noted by the AFA letter are these:

In the state of Washington, a bill has been introduced to extend the sales tax to include all forms of advertising and advertising material.

In Oregon, a bill has been introduced to ban practically all organized outdoor advertising except that within corporate towns and cities.

In Ohio, a bill has been introduced to give counties the right to levy a 3% tax on outdoor.

In California, a proposed bill would make unlawful an advertisement which states the selling price of any advertised thing without also stating its grade of quality.

The state constitution of Texas prohibits the state from spending money to attract visitors or residents to the state. Repeated efforts to repeal the provision have been unsuccessful. A resolution has been voted out of committee, which if passed by both houses will be placed on the state ballot in November, 1952.

■ Appropriations of \$150,000 have been proposed by the governors of Alabama and Colorado for advertising those states.

In the District of Columbia, a bill is pending to forbid advertising by optometrists; another proposed bill to forbid mention of prices in advertising by liquor stores has been quashed by the district commissioners.

Proposed legislation against liquor advertising is pending in Utah, Maine, New Hampshire, Arkansas, and the District of Columbia.

In Tennessee, a bill has been in-



DICTIONARY—G&C Merriam Co. has introduced this new Merriam-Webster dictionary gift box to push sales of that item for gift purposes. Designed by Raymond Loewy Associates, the box comes in four colors to match the four deluxe bindings, and has a disposable insert so that it makes good point of sale display with or without the cover.

National Silver Co. Sets Biggest Drive

NEW YORK, March 27—National Silver Co. will launch in April its largest advertising campaign, featuring its King Edward silverplate line of flat silver and built around the theme of famous hosts. First personality in the series will be Rex Harrison, currently starring in the Broadway hit, "Bell, Book and Candle."

Spreads will be used in *Jewelry*, *Jeweler's Circular-Keystone*, and *National Jeweler* in April and May and from August through the remainder of the year.

Fractional pages will be used in May and June and from September through the remainder of the year in *Better Homes & Gardens*, *Good Housekeeping*, *Life*, *Modern Romances*, *The Saturday Evening Post*, *Seventeen*, *True Confessions*, *True Romance* and *True Story*.

Grey Advertising Agency handles the account.

Stewart to Open Agency

George S. Stewart, retired executive of Home Mutual Life Insurance Co., has announced plans to open an agency at 308 Auburn Ave., Atlanta.

roduced to provide a tax of 5¢ per sq. ft. on outdoor posters more than 20 sq. ft. in size. (In Pennsylvania, a bill has just been introduced to ban liquor signs larger than 2,000 sq. in.)

Langendorf Bakeries to Tie In with Hopalong

Langendorf United Bakeries, San Francisco, will soon launch a tie-in campaign with Hopalong Cassidy in Seattle; Portland, Ore.; Santa Barbara and San Diego, Cal., for Langendorf bread. In San Francisco, the company's Butter-nut division will participate, and its Barbara Ann Baking Co. division will participate in Los Angeles.

Ad plans, all using the Hopalong name, include outdoor, radio and

TV spots, newspapers and point of purchase. Langendorf also will distribute the "Trooper News," a Hopalong publication, as a juvenile promotion.

Appoints White Agency

White Advertising Agency, Tulsa, has been named to direct the advertising of the Oklahoma State Planning and Resources Board, effective July 1. The account was formerly handled by Erwin, Wasey & Co., Oklahoma City.

Flack Gets Bank Account

Syracuse Savings Bank, Syracuse, N. Y., has appointed Flack Advertising Agency, Syracuse, to handle its account, effective May 1. Edwin Byrd Wilson Inc., New York, is the present agency.

Build Volume at LOWER SALES COST

Door-to-door Selling—better known as DIRECT SELLING — is building giant volume quickly for many manufacturers. It may be your answer to present day complex sales problems. Direct Selling is fully explained in fascinating booklet—mailed FREE. Please write on your letterhead.

OPPORTUNITY MAGAZINE
28 E. Jackson Blvd.
Dept. A60, Chicago 4, Ill.

Get the Facts about DOOR to DOOR Selling!

Drug & Cosmetic INDUSTRY

Covers an industry that is making its own brilliant future through research

Also Publishers of Beauty Fashion



Actual size... convenient for pocket or purse

TO MAKE A LONG STORY SHORT...

Pick up QUICK!

You'll see the week's news reported in a fast and lively style... in exciting pictures... and all in a compact magazine that fits in your pocket!

You'll see for yourself the REASONS WHY Quick circulation is up to well over a million copies weekly... why its newsstand sales exceed all other news magazines combined... why it continues to grow.

Quick will tell its own success story. All you need to do is pick up a copy.

Look for these ads spotlighted in the current issue of Quick:

CURTISS CANDY KELLOGG'S CORN SOYA
ANACIN

THE POCKET NEWS MAGAZINE THAT SAVES YOU TIME

Coming Conventions

- April 2-6. Premium Advertising Assn. of America, Chicago Premium Centennial Exposition, Hotel Stevens, Chicago.
- April 3-4. Point of Purchase Advertising Institute, annual exhibit and symposium on store display advertising, Waldorf-Astoria, New York.
- April 7-8. Sixth annual Virginia Press Assn. Old Dominion Ad-Conference, Hotel Roanoke, Roanoke, Va.
- April 11. Brand Names Day, Hotel Commodore, New York.
- April 13-14. Advertising Federation of America, Fourth District, Orlando, Fla.
- April 14-18. Financial Public Relations Assn., midyear meeting, Dallas, Tex.
- April 15-19. National Assn. of Broadcasters, 29th annual convention, Hotel Stevens, Chicago.
- April 17-20. American Management Assn., packaging conference, Atlantic City, N. J.
- April 19-21. American Assn. of Advertising Agencies, 33rd annual convention, The Greenbrier, White Sulphur Springs, W. Va.
- April 19-21. Canadian Daily Newspapers Assn., annual meeting, Royal York Hotel, Toronto.
- April 24-26. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.
- April 28-29. Mail Advertising Service Assn., seven-state conference, Cleveland.
- April 29-May 2. National Newspaper Promotion Assn., annual convention, Wardman Park Hotel, Washington, D. C.
- May 2-4. Assn. of Canadian Advertisers, 36th annual conference, Royal York Hotel, Toronto.
- May 10-12. International Council of Industrial Editors, 10th anniversary convention, Congress Hotel, Chicago.
- May 16-19. Associated Business Publications, annual conference, The Homestead, Hot Springs, Va.
- May 17-18. Public Utilities Advertising Assn., annual convention, Hotel New Yorker, New York.
- May 21-22. Inland Daily Press Assn., spring meeting, Congress Hotel, Chicago.
- May 28-29. National Assn. of Magazine Publishers, annual meeting, Pocono Manor Inn, Pocono Manor, Pa.
- May 28-31. Periodical Press Assn., annual meeting, Royal York Hotel, Toronto.
- May 31-June 2. National Sales Executives convention, Waldorf-Astoria, New York.
- June 1-3. National Business Publications, spring meeting, The Homestead, Hot Springs, Va.
- June 4-5. New England Newspaper Advertising Executives Assn., Hartford, Conn.
- June 7-9. California Newspaper Advertising Managers Assn., Claremont Hotel, Berkeley.
- June 10-13. Advertising Federation of America, annual convention and exhibit, Hotel Chase, St. Louis.
- June 17-21. Advertising Assn. of the West, 48th annual convention, Cosmopolitan Hotel, Denver.
- June 20-22. American Marketing Assn. conference, Hotel Statler, Detroit.
- June 24-27. National Industrial Advertisers Assn., annual conference, Waldorf-Astoria, New York.
- June 24-28. Assn. of Newspaper Classified Advertising Managers, 31st annual convention, Mount Royal Hotel, Montreal, Can.
- June 25-27. Newspaper Advertising Executives Assn., summer meeting, Cosmopolitan Hotel, Denver.
- July 7-13. International Advertising Conference, London, England, Registration through Eion G. Burton, Advertising Federation of America, 330 W. 42nd St., New York 18.
- Sept. 5-8. National Assn. of Photo-Lithographers, annual convention and exhibit, Statler Hotel, Buffalo.
- Sept. 17-18. Pennsylvania Newspaper Publishers' Assn., annual classified clinic, Roosevelt Hotel, Pittsburgh.
- Sept. 17-21. Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.
- Sept. 23-28. Advertising Specialty National Assn., annual convention and Specialty Fair, Palmer House, Chicago.
- Sept. 24-28. Assn. of National Advertisers, fall meeting, Waldorf-Astoria, New York.
- Sept. 28-29. Continental Advertising Agency Network, 19th annual meeting, Philadelphia.
- Oct. 5-6. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.
- Oct. 13-16. Mail Advertising Service Assn., 30th annual convention, Hotel Schroeder, Milwaukee.
- Oct. 13-16. Boston Conference on Distribution, 23rd annual forum, Hotel Statler, Boston.
- Oct. 15-16. Inland Daily Press Assn., 67th annual meeting, Congress Hotel, Chicago.
- Oct. 15-18. Agricultural Publishers

Assn., annual meeting, Chicago.

Oct. 17-19. Direct Mail Advertising Assn., 54th annual conference, Schroeder Hotel, Milwaukee.

Oct. 24-27. Printing Industry of America, annual convention, Hotel Statler, Boston.

Nov. 12-15. Financial Public Relations Assn., annual convention, Hollywood Beach Hotel, Hollywood, Fla.

December (date not yet set) American Marketing Assn., winter conference, Hotel Kenmore, Boston.

Appoints Rowe & Wyman
Rowe & Wyman Co., Cincinnati, has been appointed to handle the account of Black Oxide Inc., Cin-

cinnati, manufacturer of Identikit, a new product now being nationally marketed. Plans include magazines and direct mail.

Gundlach Appoints Two
John A. Waddell, formerly with Farm Quarterly, has been appointed director of the agency division of G. P. Gundlach & Co., Cincinnati, research, technological and marketing consultant to the dairy industry. He succeeds Robert C. Ruhl, who has been transferred to the organization's field staff serving the southeastern states. James G. Gallagher, copywriter, has been named assistant agency director.



OFFICIAL GOVERNMENT BOOKLET
"Survival Under Atomic Attack"

Per the invitation of the Civil Defense Office at Washington, we have reprinted this popular manual of what-to-do in such an emergency. We've put it on Newsprint and have added attractive color. Order now for distribution to your own company's personnel or to your customers.

Size 9 1/4 by 7 1/4 inches! Prices include back page imprint per your own copy!

500 to 1,999 copies.....3c each (\$30 per M) | All Prices
2,000 to 24,999 copies.....2 1/2c each (\$25 per M) | F.O.B.
25,000 or more copies.....1 1/2c each (\$15 per M) | Cleveland

CLEVELAND SHOPPING NEWS CO.
5395 Hamilton Ave. Teletype CV 25 Cleveland, 14, Ohio

Prompt delivery. Write, wire, teletype!



THERE IS PLENTY OF POWER IN KANSAS

Yes--Plenty Of Power For FARMS.. HOMES AND INDUSTRIES

ELECTRIC LIGHT AND POWER COMPANIES IN KANSAS

Reproduction of a page ad sponsored by the Electric Light and Power Companies of Kansas in the January 20 issue of Kansas Farmer.

and There's POWER in Kansas Farmer ...Every Month!

Yes, every month you can see Reddy Kilowatt in *Kansas Farmer*—telling what the Electric Light and Power Companies in Kansas are doing to increase electric service over the state... more power plants built, generating capacity of existing plants increased, miles of new lines erected. Result: lights are going on in more farm homes throughout Kansas every day!

This campaign has been going on without a break for 50 months—a record for Kansas display advertisers in *Kansas Farmer*. Here's why: *Kansas Farmer* reaches the farmers who think and plan ahead... who welcome new methods... and want the best for their homes and families. It's the farm paper with the POWER to sell goods—or ideas. Ask the Kansas light and power companies, and their executives say:

"We Live in Kansas... We Ought to Know!"



THE BUSINESS PAPER OF KANSAS FARMERS
Editorial and Business Offices • Topeka, Kansas
Published by Capper Publications
Largest Agricultural Press in the World

Kansas Farmer Breaks 20 Year Record

In the year 1950, *Kansas Farmer* carried the most commercial lineage in 20 years with a gain over 1949 of 16,418 lines. Figures follow:

1950	304,633
1949	288,215
1948	295,550
1947	277,767
1946	238,729
1945	224,303
1944	210,965
1943	150,668
1942	118,436
1941	121,131
1940	124,681
1939	112,531
1938	99,428
1937	135,429
1936	117,214
1935	100,898
1934	99,014
1933	67,087
1932	110,405
1931	223,706

Air King's Budget Rises to \$1,000,000

NEW YORK, March 29—Air King Products Co. has budgeted \$1,000,000—an alltime high for the manufacturer—to promote its radio and video sets this year. This figure includes cooperative advertising placed in conjunction with dealers and distributors.

Half-page ads currently are running in *House Beautiful*, *Life*, *Living for Young Homemakers* and *The Saturday Evening Post*. Other magazines will be added to the list later.

Supplementing this are local radio programs in 25 major cities and newspaper copy, national and co-op. Television will be included in Air King's program later, as will outdoor, with 24-sheet posters scheduled for fall.

Theme of the drive, which is handled by Bennett, Walther & Menadier, is "Air King is custom tuned to your neighborhood."

'Norwich Sun' Names Jones

Robert J. Jones, formerly publisher of the *Transcript*, Staten Island, N. Y., has been named general manager of the *Sun*, Norwich, N. Y.

Campbell Joins KTUL, Tulsa

Dick Campbell, formerly general manager of Station KOMA, Tulsa, has joined Station KTUL, Tulsa, as special events director.

ADVERTISERS
AGENTS • CLIENTS

The continuous hazards of LIBEL, Invasion of Privacy, Plagiarism, Piracy and Violation of Copyright—all are EFFECTIVELY INSURED by our UNIQUE cover which takes the sting out of these claims—and its cost is almost nominal!

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE
CORPORATION

—INCORPORATED IN ILLINOIS— CHICAGO, ILL. 60601

National Nielsen-Ratings of Top Radio Shows

Week of Feb. 18-24, 1951

All figures copyright by A. C. Nielsen Co.

Current Rank	Previous Rank	Programs	Homes (000)	Current Rating	Points Change
EVENING, ONCE-A-WEEK (AVERAGE FOR ALL PROGRAMS) (3,352) (8.0) (-1.0)					
1	1	Lux Radio Theater (CBS)	8,632	20.6	-1.7
2	2	Jack Benny Show (CBS, Lucky Strike)	8,129	19.4	-0.1
3	7	Godfrey's Talent Scouts (CBS, Lever Bros.)	6,872	16.4	+1.1
4	4	Amos 'n' Andy (CBS, Rexall)	6,830	16.3	-0.7
5	3	Charlie McCarthy Show (CBS, Coca-Cola)	6,798	16.2	-1.1
6	6	Walter Winchell (ABC, Richard Hudnut)	6,034	14.4	-0.9
7	5	My Friend Irma (CBS, Lever Bros.)	5,950	14.2	-1.7
8	10	Red Skelton (CBS, P&G)	5,531	13.2	-0.5
9	9	Mr. Chameleon (CBS, Sterling)	5,531	13.2	-0.9
10	13	Mr. Keen (CBS, Whitehall Pharamcal)	5,322	12.7	-0.6
EVENING, MULTI-WEEKLY (AVERAGE FOR ALL PROGRAMS) (2,179) (5.2) (-0.5)					
1	1	Beulah (CBS, P&G)	4,735	11.3	-0.1
2	2	Tide Show (CBS, P&G)	3,520	8.4	-1.7
3	4	Lowell Thomas (CBS, P&G)	3,227	7.7	-1.1
WEEKDAY (AVERAGE FOR ALL PROGRAMS) (2,472) (5.9) (0.0)					
1	1	Arthur Godfrey (CBS, Lipp. & Myers)	4,316	10.3	-0.4
2	2	Romance of Helen Trent (CBS, Whitehall)	4,065	9.7	-0.3
3	3	Our Gal, Sunday (CBS, Whitehall)	3,981	9.5	-0.1
4	4	Ma Perkins (CBS, P&G)	3,897	9.3	-0.1
5	5	Wendy Warren (CBS, General Foods)	3,855	9.2	+0.1
6	5	Arthur Godfrey (CBS, Nabisco)	3,813	9.1	-0.1
7	7	Big Sister (CBS, P&G)	3,813	9.1	+0.1
8	10	Arthur Godfrey (CBS, Pillsbury)	3,646	8.7	+0.1
9	8	April Jenny (CBS, Lever Bros.)	3,562	8.5	-0.4
10	12	Pepper Young's Family (NBC, P&G)	3,520	8.4	+0.9
DAY, SUNDAY (AVERAGE FOR ALL PROGRAMS) (1,257) (3.0) (-0.1)					
1	1	True Detective Mysteries (MBS, Williamson)	4,106	9.8	-0.4
2	2	The Shadow (MBS, Army & Air Force)	3,855	9.2	-0.2
3	3	Marlin Kane, Private Eye (MBS, U. S. Tobacco)	2,933	7.0	-0.6
DAY, SATURDAY (AVERAGE FOR ALL PROGRAMS) (2,347) (5.6) (-0.4)					
1	2	Grand Central Station (CBS, Pillsbury)	4,358	10.4	+0.6
2	3	Armstrong Theater (CBS)	4,316	10.3	+0.7
3	1	Stars Over Hollywood (CBS, Armour)	3,855	9.2	-1.8

Early Times Spring Drive and Baseball Will Start Together

LOUISVILLE, March 28—Timed to coincide with the opening of the baseball season in April, Brown-Forman Distillers Corp. has scheduled an extensive promotion for its Early Times straight bourbon whiskey.

The campaign, which leads off with newspaper ads in major markets throughout the country, is built around the theme, "Man—It's a Hit." Illustrations will feature a television screen, with a batter connecting for a solid hit.

Full-color ads, also featuring the theme, "Every Ounce a Man's Whiskey," are scheduled to run in *The American Magazine*, *Argosy*, *Cosmopolitan*, *Ebony*, *Field & Stream*, *Front Page Detective*, *Inside Detective*, *Look*, *Newsweek*, *The New Yorker*, *Outdoor Life*, *Redbook*, *The Sporting News*, *Sports Afield*, *True* and *U. S. News & World Report*. Outdoor also will be used extensively.

Point of sale materials include baseball bottlenecks, individual drink cutouts, cocktail napkins and stir sticks in the form of baseball bats. Early Times will again distribute its annual baseball schedule, which is a guide to all major league and association games.

Ruthrauff & Ryan, Chicago, handles the account.

Poster Group Names Mair

Mace Mair has been named general manager of the Poster Advertising Assn., Toronto. He was formerly secretary in charge of committee operations and membership contacts of the Assn. of Canadian Advertisers Inc. and chairman of the ACA sign legislation committee.

Brooks Resigns WGN-TV Post

Vernon R. Brooks, director of operations of WGN-TV, Chicago, for the past four years, has resigned from WGN Inc.

National Nielsen-Ratings of Top TV Shows

First Report For February, 1951

All figures copyright by A. C. Nielsen Co.

Total Homes Reached			Program Popularity*		
Rank	Program	Homes (000)	Rank	Program	Homes (%)
1	Texas Star Theater (NBC)	6,763	1	Texas Star Theater (NBC)	61.1
2	Philo TV Playhouse (NBC)	5,754	2	Jack Benny Show (Lucky Strike, CBS)	49.3
3	Your Show of Shows (Crosley, NBC)	4,697	3	Fire Side Theater (P&G, NBC)	49.3
4	Your Show of Shows (Snowcap, NBC)	4,582	4	Your Show of Shows (Snowcap, NBC)	48.6
5	Jack Benny Show (Lucky Strike, CBS)	4,458	5	Philo TV Playhouse (NBC)	47.4
6	Colgate Comedy Hour (NBC)	4,404	6	Mogalong Cassidy (General Foods, NBC)	47.1
7	You Bet Your Life (DeSoto, Plymouth, NBC)	4,361	7	Colgate Comedy Hour (NBC)	45.0
8	Your Show of Shows (Participating, NBC)	4,343	8	Your Show of Shows (Crosley, NBC)	44.6
9	Fire Side Theater (P&G, NBC)	4,296	9	Your Show of Shows (Participating, NBC)	44.4
10	Big Story (Amer. Cigar & Co., NBC)	4,143	10	Gillette Cavalcade (NBC)	44.1

* Per cent of TV homes reached in those cities where the program was telecast.

Network TV Hooperatings

First Two Weeks of March, 1951

Twelve Cities in New York and Ohio

Texas Star Theater (NBC)	57.0	Cavalcade of Sports—Matthews vs. Murphy (Gillette, NBC)	34.8
Pabst Bouts—Charles vs. Walcott (CBS)	55.4	Cavalcade of Sports—Layne vs. Satterfield (Gillette, NBC)	34.0
Godfrey's Talent Scouts (Lipton, CBS)	44.9	Man Against Crime (Cameo, CBS)	33.3
Fire Side Theater (P&G, NBC)	44.0	Godfrey & His Friends (Toni, Pillsbury, Chesterfield, CBS)	33.1
Comedy Hour (Colgate, NBC)	42.6	Mama (Maxwell House, CBS)	31.6
Philo Playhouse (NBC, March 11 only)	37.4	Ken Murray Show (Budweiser, CBS)	30.4
America Applauds (Red Cross, NBC, March 4 only)	35.7		
Pabst Bouts—Fusari vs. Bratton (CBS)	35.1		
Your Show of Shows (Several sponsors, NBC)	34.8		

NBC Signs Miss Truman

Margaret Truman has signed an exclusive contract with National Broadcasting Co., New York, covering her services in radio and television. The agreement is for the remainder of this season and next, with options for four years thereafter. She will make a minimum of nine appearances during the 1951-1952 season.

Carpet Production Up

Production of wool and blended carpets and rugs amounted to 7,554,000 square yards during the month of January, according to Merrill A. Watson, president of the Carpet Institute Inc. This represents a production increase of 14% over January, 1950, and a 5½% increase over the December, 1950, output.

101,818,000 Sets Used

The National Assn. of Radio and Television Broadcasters claimed last week that 101,818,000 radio and TV sets were in use on Jan. 1. The breakdown: 72,147,000 radios, including 5,000,000 in public places (but not including any auto sets); 19,307,000 auto radio sets, and 10,364,000 TV sets.

Toni Shifts Programs

"Alias Jane Doe," the story of a magazine writer, will replace "Give and Take" in the Saturday 1:30 p.m. EST, spot on CBS effective April 7. Toni Co., Chicago, sponsored the giveaway and will back the drama. Foote, Cone & Belding services this account.



Count the Contacts

which determine your business success

In an average day, how many of your personal callers are essential to the success of your business? How many important letters do you write? You will probably find that you make more important contacts per day by letter than you do in person.

This common fact spotlights the importance of your business stationery. Your letterhead must substitute for your building, offices, salesroom. It is the background of business impression for your message.

To help you select or design the best letterhead for your business needs, Neenah has developed an original service which is free to executives. The basic principles of good letterhead design are described and illustrated in a portfolio. . . .

The Psychology of Business Impression

A Test Kit of 24 letterhead treatments is included. The letterhead preferences of business and professional men are reported and tabulated on Opinion Cards to guide all participants in the test.

To secure a copy of this portfolio and the Letterhead Test Kit, ask your printer, engraver, or paper merchant. If you prefer, write on your business stationery to Neenah Paper Company, Neenah, Wisconsin.



NEENAH BOXED TYPEWRITER PAPERS

The extra quality of Neenah fine Cotton-Fiber Boxed Typewriter papers... their clean-cut crispness, erasability, uniformity... means extra performance. Ask for descriptive folder.



NEENAH PAPER COMPANY
NEENAH, WISCONSIN



DID HE REALLY SAVE MONEY?

Poor Guy! He fell for the low price, but the savings shrank along with the suit.

There's no short cut to quality in photoengravings, either. If there were, we certainly would have found it in our 59 years of service to advertisers and their agencies.

Since 1892, we have built our reputation around the idea that the finest printing plates are the most economical in the long run. That's why you can always depend on Globe for faithful reproduction of your copy.

Call HARRISON 7-5305



GLOBE

ENGRAVING and ELECTROTYPE COMPANY

Harrison 7-5305 • 711 South Dearborn Street • Chicago 5, Illinois



PLAQUE WINNER—The man in the light suit, William A. Bles, vice-president of Avco Mfg. Corp. and general sales manager of its Crosley division, is happy to receive a silver plaque from the man in the dark suit, Arthur H. Motley, president and publisher of Parade and a member of the New York Sales Executives club. The plaque was for "outstanding accomplishments as a leader in the development of new and better ideas in modern merchandising..."

competitively with CBS color, he said. "By this decision, FCC has said a color car can be drawn across a narrow-gage track, but only black-and-white cars can be drawn over wide-gage tracks."

Solicitor General Philip B. Perlman, summarizing the government's case, told the court "the real object of RCA and other manufacturers is to block color."

"They conceal the fact that under the RCA system not a single set in use can ever get color."

"You keep this case running another two or three years and there will be 40 or 50 million sets. So far as color is concerned, every one of them will be obsolete overnight, and the public will have to buy new sets."

Kellogg Signs Radio Series

Kellogg Co., Battle Creek, Mich., is using 285 stations in the Mutual Broadcasting System net, in mid-western, western and southern regions, to air its new "Wild Bill Hickok" show, promoting Corn

Pops, a recently introduced pre-sweetened cereal. The show, heard Sundays, 7-7:25 p. m., EST, is the radio version of the TV program Kellogg is running in similar territories. Both radio and TV stations will be added to the list as the product hits new markets.

Nash Rambler's Gas Mileage Emphasized in New Campaign

The Nash Motors division of Nash-Kelvinator Corp., Detroit, has launched a campaign in more than 1,100 daily newspapers and in several hundred weeklies, March 27 to April 7, to point up the Nash Rambler's record-breaking 31.053 miles per gallon in the recent Grand Canyon (Mobilgas) Economy Run. Geyer, Newell & Ganger, Detroit, is the Nash agency.

KWJJ Appoints Schwartz

Charlotte Schwartz, account executive of Station KWJJ, Portland, Ore., has been named assistant public relations director and assistant sales manager of the station.



Collier's for Action

Supreme Court Hears Four-Hour Color TV Debate

WASHINGTON, March 27—A big question mark towered over the color television fight today, as members of the Supreme Court stepped behind their purple curtain to consider the legality of the Federal Communications Commission order authorizing color TV on standards advocated by CBS.

During a heated four-hour debate, John T. Cahill, attorney for RCA, contended that FCC ignored RCA's progress, and shut the door to research "at a time when inventions are bursting out all over."

RCA said the adoption of CBS color would require 12,000,000 set owners to spend "hundreds of millions of dollars, just to get an inferior black-and-white picture."

■ Samuel Rosenman, representing CBS, claimed FCC bent over backwards to consider other systems, but that RCA color performed far below the minimum standard expected of a commercially acceptable system.

He said FCC knew that each passing day complicated adoption of CBS color, and that it was better "to take the bird in hand rather than hope for other birds in the bush."

A procedural issue, raised by Justice William O. Douglas and Justice Robert Jackson, troubled government attorneys, who feared that the case might be sent back to lower courts for additional review.

Noting that the three-judge court which heard the case last November had written, "there is no point in us bothering with this. It has to go to Washington and may as well be on its way," Justice Jackson declared, "I question whether this case has received the kind of lower court review contemplated by Congress."

At another point, Justice Jackson commented that most of the technical arguments appeared to be immaterial. "Are we supposed to decide which is the better system?" he asked.

■ Opening RCA's attack on FCC's decision, Mr. Cahill said FCC depended on "a speculation and a hope" that the CBS "spinning wheel" could be eliminated and CBS ignored the advice "of all the leading figures in the electronics industry."

He argued vigorously that RCA's color should be allowed to operate



The Fine Sense of Luxuriousness of the Holland-America Line

demanding 512K coated stock



EVER SINCE its inception, the Holland-America Line has been universally accepted as ocean travel, par excellence. There are numerous reasons explaining Holland-America's hold on this enviable position . . . among them, "unprecedented luxuriousness." It naturally follows, then, that everything associated with Holland-America Lines must reflect this high degree of quality.

Take this brochure, in honor of their famous flagship, the S. S. Nieuw Amsterdam, as an example. It's produced on stock coated with 512K, a DOW LATEX. Only the finest of coated stock could hope to capture, in a strikingly realistic manner, the full beauty and detail of the fine illustrations used. The glossy smooth finish of 512K coated stock,

further enhanced by a supple softness, makes it worthy of the finest printing jobs. The smooth surface is conducive to cleaner, sharper printing and more faithful reproductions.

Examine your literature today—Does it honestly reflect the beauty and luxuriousness of your product? If you're not entirely satisfied — investigate stock coated with 512K, a DOW LATEX.

Plastics Division—Coatings Section, Dept. CLPK-5

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN
New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago • St. Louis
Houston • San Francisco • Los Angeles • Seattle • Dow Chemical of Canada, Limited, Toronto, Canada

512K
A DOW LATEX



Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

No-To-Bac's Return Recalls Another Old-Time Product

To the Editor: I see by the papers that No-To-Bac is coming bac. Which same stirs fond memories.

Not so much about No-To-Bac as about its indirect off-shoot, Cascarets.

As I remember it, either the cure itself or abstinence from tobacco promoted constipation. To offset complaints of cash customers, Cascarets, the first candy cathartic, was developed by the No-To-Bac people, at least a half-century ago.

For some reason, Cascarets struck the funny bone of many people in that day. Like the early Lizzie, it became the subject of a lot of good-natured kidding. Which same was good advertising, long before Henry Ford invited friends to kid the pants off his product, so long as they continued to buy it.

One of the gems which harks back at least a half-century was:

"Mary had a little watch
She swallowed it one day
Now she's taking Cascarets
To pass the time away."

Not considered too naughty in

those simple days...

Getting back to tobacco, I particularly recall No-To-Bac, because I grew up in Indiana, which was one of the first states to legalize the sale, use, or possession of "coffin-nails."

In my early newspaper days I have seen respectable citizens dragged from a Pennsylvania Pullman car in my county seat home town, fined, detained hours or days.

Those were the days when nice women went about to un-nice places, jerking cigarets from the mouths of youthful smokers (older men smoked cigars or pipes), and saying: "Some day, young man, you'll thank me for preventing you from driving another nail into your coffin." It did a lot for the cigaret business; even I, as a carrier boy, used to buy Sweet Caps, though I never could smoke them. I did enjoy the pictures of Frankie Bailey and other favorites of the day, in tights, mind you, which each 10¢ pack contained.

And I wonder, now that No-To-

Bac is coming back. I've had two or three friends tell me lately that I'd better quit drinking coffee, or I'd die, die, DIE. Who says so, says I, who have drunk at least two quarts of java every day in my life since I was four or five. The authorities—all the authorities, they reply. And when I ask who the authorities are, it is always a crack-pot who, no doubt, drinks his own coffee strong enough to float a wedge, but who has another resurgent fad by the tail and is taking it for a ride...

My dad, who took up tobacco at the mature age of 13, did quit the filthy weed at the age of 70. But that was to set an example for his "growing" children (if children continue to grow in the mid-20s). Fifteen years later, at the age of 85, he was smoking like a chimney. He died from a heart ailment contracted in a Confederate hospital. He once confessed, "I knew that Reb nurse was pure poison." Otherwise, no doubt, Dad would be living yet.

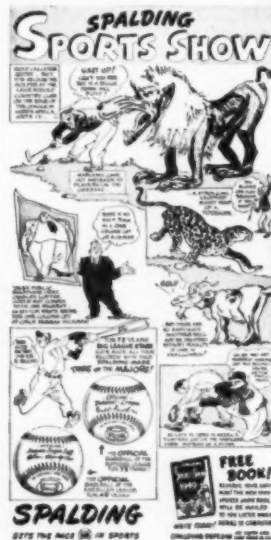
I think he took No-To-Bac. But he did not need Cascarets. When I was 35, and he felt it safe to confide such matters to his boy, he told me that he never had needed a physic of any kind since the day when he and a lot of other raw recruits crossed the suspension bridge from Cincinnati to chase Jubal Early out of Kentucky. It seems that the movement went in to reverse, and from that time on, all Dad had to do when he needed cathartic was to recall Jubal Early.

GEORGE LOGAN PRICE,
George Logan Price Inc., Malibu, Cal.

Enters Spalding Ad in Readership Sweeps

To the Editor: In the Feb. 19 issue of ADVERTISING AGE, under the heading "Agency Man Has an Entry for Readership Record," there was an interesting report of a Starch check on the Fox DeLuxe turkeys advertisement which appeared in the Chicago Daily News.

Mr. Wendell Muench, who submitted the advertisement, said he would be interested in seeing an



entry with a higher rating. So for the record, we are submitting our entry, a non-competing advertisement which also appeared in a Chicago newspaper. Naturally this 495-line Spalding ad appealed principally to men, although it had a surprising number of women readers. But comparing the Starch figures on the Fox DeLuxe turkeys ad with those on the Spalding ad, we modestly point out that the lat-

ter shows a substantially lower readership cost for men readers than the Fox ad for women readers. On the basis of cost per thousand readers, here are the ratings of the Spalding advertisement: Noted by men \$3; Seen-Associated \$3.12; Read Most \$3.54 (the Fox ad rated \$3.86 - \$4.57 - \$7.29 among women).

The advertisements in the Spalding Sports Show series during the past few years have consistently shown such low cost figures, according to Starch.

CARA HASKELL VORCE,
Hanly, Hicks & Montgomery Inc., New York.

Says Agency Radio Staff Needs Special Quality

To the Editor: The existing pattern for hiring personnel in advertising agencies was established long before the advent of radio and television. Since newspapers, magazines and billboards comprised the chief media, advertising agency employers developed a hiring orientation dependent on them. In the main, the new employee's worth to the agency was regarded in terms wholly relative to the aforementioned advertising vehicles. With the development of radio-television, agencies still continue to evaluate (mis-evaluate, really) prospective employes on the basis of pre-radio criteria.

The advertising employe who is responsible for the sales appeal of a newspaper or magazine ad is in no way accountable for the content of the rest of the page on

which the ad appears. The agency considered a journalist or a writer of fiction a breed apart from a commercial copywriter, with separate and distinguishable talents. Logically, the agency does not ordinarily expect to recruit its "creative" advertising specialists from the writing staffs of newspapers and magazines. Advertising experience, not journalistic or fiction-writing experience, is demanded.

However, such a guiding parallel is not to be found in radio-television advertising. Wherein a newspaper ad adorns a sheet of newsprint quite independently of whatever else happens to be on the same page, the familiar opening, middle and closing radio commercials serve in a vastly different relationship to its proximate program material. In placing commercial copy, the agency cannot be responsible for the quality of the entire page. But, in broadcasting, the entire program, including the commercials, is the agency's domain.

Now, who knows radio better than a radio man? There may be no room for a good newspaper man on the staff of an advertising agency, but a good radio man obviously represents a desirable asset. A member of the program department, in particular, always considers himself an "advertiser"; is developed and nurtured in an advertising climate. He is constantly aware of the advertising appeal; sensitive to the tastes, desires and habits of the listening audience.

Agencies would do well to staff their radio-TV departments with men and women who have ma-



LONG BEACH PRESS-TELEGRAM

When you think of Long Beach in the Los Angeles Market, think of Long Beach as completely separate and autonomous.

The one and only way to cover Long Beach is with the Press-Telegram. ABC records show the Press-Telegram readership in Long Beach is five times greater than the readership of any of the Los Angeles dailies which claim adequate coverage of this \$543,000,000 market.



IMPORTANT

Use Long Beach as an effective test market. Relatively easy control of important factors will give results that can be used with confidence elsewhere.

MORE THAN 2 OUT OF 3 READ THE
Press-Telegram

IN LONG BEACH, CALIFORNIA

National Representative: Cresmer & Woodward, Inc.

We publish two good newspapers
... they are read by everybody
in and around Louisville

We sell advertising space at
reasonable rates.
It produces sales.



The Courier-Journal
THE LOUISVILLE TIMES

Owners and operators of Radio Station WHAS and Television Station WHAS-TV
364,123 DAILY • 293,426 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

tured in the broadcasting station. The larger national advertising agencies already have made this discovery. Smaller establishments need not look to other advertising agencies for radio-TV staffers, but to the trained ranks in broadcasting stations. For some 20 years now, time buying has become institutionalized into the ad agency, so it seems high time that agencies stop hiring staffers under principles adopted from the all-space buying era.

HERMAN GORDON,
Philadelphia.

No Problem to Write Ads for Mortician, Agency Man Says

To the Editor: Article in current [Feb. 19] issue ADVERTISING AGE—"New York's Largest Funeral Home Departs From Unusual Mortician Ads"—specially interested this office.

We have had a mortician account

Final Farewell

There is lasting emotion when a loved one that the departed one received the utmost appropriate possible in final services . . . and as Feerick thoughtful service as thoroughly as possible. The many additional details in Feerick service increase considerations, but do not increase the cost.

FEERICK FUNERAL SERVICE



for a good while, using newspaper space principally, and we do not find it so confusing and considerable as to require correct copy form and content as your article implies.

We are including herewith a few examples of our run of copy, and which has been found to be unusually effective; and we believe all because it is fundamental in factual approach, with human interest appeal . . . we call it "family style" of advertising the mortician.

You can say that it is institutional advertising. We say that, plainly speaking, it is also merchandising copy; and that in the manner written, indeed, is not offensive, and to which your article also refers as being so easily possible in mortician advertising.

We thought that there may be interest in this other angle of the subject.

FRANK EFFINGER,
Frank Effinger Advertising Agency, Milwaukee.

Spots a Lesson in Haverlin's Decision

To the Editor: A man who deserves high praise for his frankness is Carl Haverlin, president of Broadcast Music Inc. Mr. Haverlin turned down the offer of the post of president-manager for National Assn. of Broadcasters with the explanation that he considered himself unqualified for the position.

Too bad most of the politicians running for high offices don't emulate Mr. Haverlin. Maybe Mr. Haverlin is qualified for the position he refused, for it has been said that the only man who should be President is one who doesn't want the job.

MARK TABER,
Chicago.

Magnificent Is the Word

To the Editor: Time magazine for Feb. 26 contains another one of those examples of how makeup men delight in combining related advertisements on a page.

For a long time we at Magnavox have been using "Magnificent" to describe our product. In fact, so well does this adjective describe a Magnavox instrument, we have for a number of years incorporated it in our standard signature logo-type. Every once in a while one of our friendly competitors slips up and uses the word in describing his set, which to us seems nothing more or less than heresy.

Now along comes Conrad Nagel and uses the word "Magnificent" in describing—of all things—onion soup.

Well—the makeup man did what he could to straighten it all out by placing Nagel's picture and his "Magnificent" directly under the Magnavox ad.

LAUREN K. HAGAMAN,
Director of Advertising and Public Relations, The Magnavox Co., Fort Wayne, Ind.

Extra Copy on the Way

To the Editor: In your Feb. 26 issue, I believe, you included a tabulation from the National Industrial Conference Board on relative salary scales required to produce equivalent net purchasing power today compared with an earlier year, 1940, I believe.

I'd like to get an additional copy of this, either through an additional whole book for that date,

or in the form of reprints.
CHARLES T. SULLOWAY,
Chilcote Laboratories Division,
The Maltine Co., Morris Plains, N. J.



... not making sure your prospect has up-to-date buying information at the time he's making buying decisions

That's when the die is cast. It's the turning point in the whole media selling process—the point of a buying decision.

Then, a specific need to reach markets like yours sharpens the prospect's interest in how your medium can serve his purpose.

Then, he wants to know precisely whom you reach . . . how many . . . and for how much.

Fail to remind him at that point of what your representatives, your direct mail, your trade paper advertising have been telling him and you risk a decision against you.

That's why close to nine hundred individual media—news-papers, radio and TV stations, magazines, business publications, farm papers, transportation advertising—use Service-Ads to supplement and expand their media and market listings in the SRDS media publications and in CONSUMER MARKETS—the sourcebooks the buyers of media turn to first.

Such Service-Ads simply extend your media selling and promotion efforts to the points of buying decision. They help you avoid the costly mistake of not having last-minute information in your prospect's hands when his interest is specific and keen.

Ask your SRDS representative, or write us direct, for the complete story of how Service-Ads sharpen media selling.

This ONE BIG FACT makes SRDS publications good, economical media advertising mediums—different from every other:

Buyers USE them when they are solving market and media problems and making media decisions.

SRDS publications do not just "reach" buyers. Buyers reach for THEM. In these publications you do not seek to interest buyers in your media information. Here, buyers SEEK such information.

SRDS publications cover no counter display specialists, few retail store advertising people. National and regional buyers of space and time are their regular users—media buyers, advertising managers, account executives—the people most concerned with market and media selection.

In SRDS publications you need not divert promotion dollars to costly art work, nor use space to attention-getting devices. Buyers want useful information in these pages, arranged in simple, orderly fashion, to help them buy wisely, without wasting time.

These SRDS

publications are media buyers' first sources of reference for media and market information.

BUSINESS PUBLICATION ADVERTISING RATES AND DATA, formerly known as the Business Publication Section. Monthly.

CONSUMER MAGAZINE ADVERTISING RATES AND DATA, formerly known as the Consumer Magazine Section. *Farm Publication Advertising Rates and Data* is included in this publication. Monthly.

NEWSPAPER ADVERTISING RATES AND DATA, formerly known as the Newspaper Section. Monthly.

RADIO ADVERTISING RATES AND DATA, formerly known as the Radio Section. Monthly.

TELEVISION ADVERTISING RATES AND DATA, formerly known as the Television Section. Monthly.

NATIONAL NETWORK RADIO AND TELEVISION SERVICE, a new SRDS, publication. Monthly.

TRANSPORTATION ADVERTISING RATES AND DATA, formerly in the Consumer Magazine publication, but now published monthly as a separate volume.

A. B. C. WEEKLY NEWSPAPER ADVERTISING RATES AND DATA, formerly known as the A.B.C. Weekly Newspaper Section. Semi-annually.

CONSUMER MARKETS, the handbook of market statistics. Published annually.



SEE

"Talking Displays" Needn't be Costly to Produce Sales

One of BSN's super-market building material dealers built a simple rack out in the open for easier handling of weather stripping. Increased sales followed, and resulted in similar racking of other products to stimulate buying.

April Issue

BUILDING SUPPLY NEWS

STANDARD RATE AND DATA SERVICE

The National Authority Serving the Media Buying Function

Walter E. Bothaf, Publisher

333 North Michigan Ave., Chicago 1, Ill. — New York — Los Angeles

Mission of San Luis
 Bay de Francia
 in San Diego County,
 California



Vision

This mission, the 18th in the series of 21 founded along the west coast by the Franciscan Fathers, was started in 1789 and completed in 1802. Its fine style of architecture is a composite of Spanish-Moorish and Mexican. At the height of its influence it was the greatest of all the west coast missions, a center of cultural and economic achievement. The vision which it translated into active accomplishment was one of the first cornerstones in the development of the western lands of our nation. It is Jahn and Ollier's privilege, today, to translate the vision of modern advertising art and copy into fine printing plates for Letterpress and Offset.

JAHN & OLLIER
 ENGRAVING COMPANY
 CHICAGO'S LARGEST FINE PHOTOENGRAVING PLANT

817 W. Washington Blvd.
 Chicago 7, Illinois

Call MOntroe 6-7080



Lee Ellmaker, 54, 'Philadelphia News' Publisher, Dies

PHILADELPHIA, March 28—Lee Ellmaker, 54, co-founder and publisher of the *Philadelphia Daily News*, died here yesterday in University Hospital.

Mr. Ellmaker became head of the *Daily News* when it was founded here in 1925 by former Congressman Vare and some friends. A year later controlling interest in the paper passed to the Macfadden Publications. Mr. Ellmaker remained as vice-president and also served as publisher of the *Detroit Daily News*, the *New York Graphic and Liberty*, all Macfadden publications.

In 1930 there was another change in ownership of the *Daily News*, with controlling interest passing to Mr. Ellmaker and Lemuel B. Schofield, a local attorney.

He started his newspaper career in 1919 as a reporter on the *Philadelphia Press*.

Other publications he published during his career were *Pictorial Review*, *Women's World*, *Radio News*, *Amazing Stories*, *Complete Wild West* and *Complete Detective Magazine*.

Among the survivors are two sons, Lee Jr., and William, both associated with the *Daily News*.

He also had served as head of Teck Publications and as president of *Women's World* and *Pictorial Review* Pattern Co.

Lucien King, 63, Kudner Exec. Dies

NEW YORK, March 27—Lucien L. King, 63, well known advertising executive, associated with the Kudner Agency since its formation in 1935, died today after a long illness.

Born in Lodi, O., Mr. King entered the advertising business after graduating from Buchtel College, Akron, in 1911, when he joined the Goodyear Tire & Rubber Co., of which he later became advertising manager. From 1927 to 1930 he conducted his own outdoor advertising company.

He liquidated this to become an account executive with Erwin, Wasey & Co., handling several of the General Foods products.

In 1932 Mr. King joined Benton & Bowles as treasurer, space buyer and account executive. He resigned to join Arthur Kudner Inc. when it was formed in September, 1935.

Until his death, Mr. King had been associated with the Kudner Agency in an advisory and consultant capacity and served the company as its media chief until he became partly disabled nearly eight years ago.

He was one of the founders of Media Men's Assn. and its first president.

MERRILL B. SANDS

NEW YORK, March 27—Merrill Burr Sands, 66, a director and former president of Dictaphone Corp., manufacturer of sound-recording and reproducing equipment, died Monday after a brief illness.

Born in Portland, Me., he was graduated from Yale in 1906 and entered the advertising business. In 1927 he left the Erickson Advertising Agency, where he was an account executive, to become general sales manager of Dictaphone. Ten years later he was elected a director and became president of the corporation. He retired from the presidency in 1948 but continued as a director.

DOLLIVER GRAHAM

NEW YORK, March 28—Dolliver W. Graham, 59, manager of the

fine arts advertising division of *Town & Country*, and American advertising representative of *Connoisseur*, an English magazine, died Monday after a short illness.

Born in Iowa, he was graduated from Ames University, was associated with the Hearst organization for more than 30 years and at one time was financial adviser on the staff of the *San Francisco Examiner*.

DAVID C. BALL

NEW YORK, March 26—David C. Ball, 93, organizer and chairman of Oakite Products Corp., died March 23 at his summer home at Lake Placid, N. Y. A native of St. Louis, he entered the cotton business as a young man, and in 1892 organized and became president of the American Cotton Bale Improvement Co., later the American Cotton Co.

Mr. Ball came to New York in 1901 to make his start in the chemical industry. In 1909 he founded the Oakley Chemical Co. and engaged in the development of industrial cleaners. Oakite Products Co. was formed in 1926. Mr. Ball became chairman of the board in 1949, and remained active in that capacity until his death.

ERNEST DAVEY

TORONTO, March 26—Ernest Davey, 62, advertising manager of the *Journal*, Edmonton, Alta., died here March 24 of a heart attack.

F. A. J. TUDHOPE

MINNEAPOLIS, March 26—Frederic A. J. Tudhope, 81, publisher of the *Enterprise*, Glencoe, Minn., died here yesterday of a cerebral hemorrhage.

Born in London, Mr. Tudhope had lived in the U. S. since the age of 15, coming here from Quebec.

PAUL TRAEGER

NEW YORK, March 27—Paul Traeger, 60, manager of the service department of Simmons-Boardman Publishing Corp. since 1931, died yesterday after a long illness. He joined the Simmons-Boardman staff in 1918 as a copywriter. In 1927 he was made assistant manager and in 1931 manager of the service department.

GEORGE B. LATHAM

DALLAS, March 26—George B. Latham, 86, advertising manager for the *Texas Methodist*, the *Christian Advocate* and the *Texas Co-operative News*, died here yesterday of a heart attack.

Mr. Latham came to Dallas from Illinois in 1902, and formerly handled advertising for the old *Texas Farm Journal*.

RUDOLF W. STAUD

EVANSTON, ILL., March 29—Rudolf W. Staud, 59, director of public relations and sales promotion of Benjamin Electric Mfg. Co., Des Plaines, Ill., died yesterday in St. Francis Hospital here.

Mr. Staud, who had been with the company since 1927, was a director of the Chicago Lighting Institute and a past president of the National Industrial Advertisers Assn. and the Illuminating Engineers Society.

ROBERT C. BYLER

PHILADELPHIA, March 28—Robert C. Byler, 61, advertising manager of SKF Industries, died of a heart attack yesterday. He had just completed his 36th year with the ball-bearing manufacturing company, during which time he had been absent only one day because of sickness.

A native of Philadelphia, he started his career as a reporter on the *Philadelphia Inquirer*. He then entered the advertising business as a copywriter and later as an account executive with McLain-Dor-

How do you get a promotion?

1. Know your own value
2. Know your own worth
3. Know your own price
4. Know your own cost
5. Know your own market

TO SELL ADVERTISING—One of several unique ads prepared by Advertising Assn. of the West for celebration of "Advertising Recognition Week," March 25-31 (AA, March 25).

land Co. In 1915 he joined SKF Industries and shortly after became advertising manager.

THOMAS DALY WHITE

BARRINGTON, R. I., March 28—Thomas Daly White, 50, advertising manager of S. O. Bigney Co., jewelry manufacturer of Attleboro, Mass., died yesterday at his home here. A native of Chicago, he received degrees from Notre Dame and Harvard, and had been in advertising and sales promotion work most of his life.

MERTON GRISWOLD

NEW YORK, March 28—Merton Griswold, 79, retired president of Rogers-Kellogg-Stillson Inc., printing firm, died at his home in Elmira, N. Y., yesterday. Born in Canton, Pa., he was a member of the Hi Henry Min-

strels as a young man and later worked as a journeyman printer on newspapers in New York and Pennsylvania. In 1908 he established Rogers Co., a printing house, in Chicago and in 1895 added a New York branch.

In 1929 the company was merged with Robert L. Stillson Co. and Andrew H. Kellogg Co. to form Rogers-Kellogg-Stillson Inc. Mr. Griswold retired as president in 1948.

CLAUDE S. REEBIE

CHICAGO, March 28—Claude S. "Cy" Reebie, 28, copywriter at Leo Burnett Co. since May, 1950, and previously a member of the copy staff of MacFarland, Aveyard & Co., died in Japan on March 26. Mr. Reebie, a lieutenant in a Chicago Air Force reserve unit—the 437th Troop Carrier Wing—which was activated last summer for duty in the Korean War, had attended New Trier High School and Williams College.

RICHARD BUCHANAN

SEATTLE, March 29—Richard W. Buchanan, 71, operating a public relations office under his own name here, died last week of a heart disease. He had been in ill health for the past two years.

At one time he was associated with the *Louisville Courier-Journal*, and later was Sunday editor of the *Cleveland Plain Dealer*. He later served on newspapers in Tacoma, and in 1915 moved to the *Seattle Times*, where he became city editor and then editor in chief.

Sets National Wine Week

National Wine Week, sponsored by the Wine Institute, San Francisco, will be held this fall, from Oct. 13 to Oct. 20. Chairman of the wine week committee is L. J. Barden, of Garrett & Co., Brooklyn.



pretest the impact of your new idea

• Burgoyne pretesting has been pretested for your program by these leading food and drug advertisers. Have us set up your pretest in two or three of the above representative cities.

• The activity of your product and promotion will show up fast in the monthly audit reports of sales . . . and that of competition. Then you can proceed regionally or nationally . . . on facts.

• We will be glad to submit a proposal when you tell us what you want pretested and where.

MADISON

- Compare Madison's amazing growth with 13 other good markets . . . retail sales up 141.3% against average of 95% . . . food sales up 187.7% against average of 71.9% . . . drug sales up 62.5% against an average of 28.1% gain*
- A balanced market to test . . . 1,200 County farmers' income per house \$7,214 . . . 7,211 factory workers add \$58 million value annually . . . 1,000 state university students . . . 100,000 capital employees.
- Population nine-county ABC today some . . . 358,467 . . . up 2.2 in 10 years.
- Population up to 14% 1940-1950 . . . circulation of WISCONSIN'S STATE JOURNAL and CAPITAL TIMES up 42% to 75,727 for complete coverage.

*Comparison of SALES MANAGEMENT Survey of Buying Power data 1945 vs. 1949.

Burgoyne Grocery & Drug Index
 FIRST NATIONAL BANK BUILDING • CINCINNATI 2

Use Spot TV, Not National, Katz Stresses

New York, March 29—Katz Agency, which represents 15 television stations, has published a hard-hitting brochure designed to influence advertisers to choose spot in preference to network TV.

To set up its major argument, the representative calls attention to the limited number of stations, many of which are affiliated with more than one network.

"An advertiser buys a live program for a television campaign over a specific network lineup. Because of prior commitments, many of the inter-connected stations on the network can't take the program at the time of broadcast," the brochure states.

■ "Other stations are unable to clear any acceptable time for the program. Consequently the 'live' network show is telecast simultaneously over a mere handful of stations. It's not uncommon for a 'live' show to go out simultaneously to less than half the stations used. To cover the remaining interconnected stations, as well as the non-interconnected stations, the advertiser is forced to use kinescope recordings on delayed broadcasts in these markets..."

"On top of these delays is the fact that the quality of kinescope recordings is generally unsatisfactory. To correct this condition, the advertiser decides to put the show on film..."

"It's at this point that the advertiser suddenly comes to the great realization that he is buying through the network, a spot campaign."

■ Continuing to use its heavy artillery, Katz asserts that the same campaign at the same time on the same stations could be bought for as much as 19% less if cleared on a spot basis. To prove the point, time costs (as of February, 1951) were figured for a half-hour nighttime Class A telecast on NBC, CBS and on the same stations if cleared on a spot basis.

Comparative station costs, according to the representative:

NBC Interconnected Group 35 Stations		
Half-hour Program	Network Basis	Spot Basis
Base Rate	\$14,760	\$12,260
26 weeks, per week	13,635	11,500
52 weeks, per week	12,915	10,832

CBS Interconnected Group 20 Stations		
Half-hour Program	Network Basis	Spot Basis
Base Rate	\$10,035.00	\$8,395.50
26 weeks, per week	9,533.25	7,941.35
52 weeks, per week	8,529.75	7,447.20

Stations profit, too, it was argued, because they get more money from spot. The brochure adds:

■ "To see how much more this means to stations, let's use the same station lineups included in the table above and assume the sale of an evening half-hour for 26 weeks. We find that the 35 stations on the NBC interconnected group would receive approximately \$4,400 per week on a network sale. On a spot sale, at the lower base rate, the stations would receive, after agency and representative commissions, \$8,300 per week—88% more. The same arithmetic for the 20 stations on the CBS basic interconnected group shows an increase in station revenue via spot of 90%."

To round off its case, Katz lists some of the advertisers who are spot-booking TV programs. Among them: Bigelow-Sanford Carpet Co., "Bigelow Theater"; Pepsi-Cola Co., "Faye Emerson Show"; Snow Crop Marketers, "Matinee Theater"; Kellogg Co., "Wild Bill Hickok"; and Curtis Publishing

Co., "Tex and Jinx."

Katz states that spot time costs above include rehearsal and production charges where separately quoted by stations. Network costs do not include extra rehearsal and studio charges.

Acousticon Signs Huntley

Acousticon-Wylie Co., for Acousticon hearing aids, has signed to sponsor the Wednesday broadcasts of "Chet Huntley and the News," starting April 4 over ABC Pacific network, 5:30-5:45 p.m., PST. Walter McCreery Inc., Beverly Hills, Cal., is the Acousticon-Wylie agency. Huntley is heard Monday through Saturday, sponsored on Mondays and Fridays by Sealy Mattress Co., with sustaining broadcasts on Tuesday, Thursday and Saturday.

Chicago Has 888,034 TV Sets

The Electric Assn., Chicago, reports that there were 888,034 TV receivers installed and in use in the Chicago area as of Feb. 28. There were 854,436 TV sets as of Jan. 31.

OUR REPS ARE HEP... they know

in the rich Salt Lake intermountain market...

THERE'S ONLY ONE WAY TO DO THE JOB

THE
Salt Lake
TRIBUNE-
TELEGRAM

EVERYTHING AN
ADVERTISER NEEDS!

Nationally represented by O'Mara and Ormsbee, Inc.
and Metropolitan Sunday Newspapers, Inc.

Man with a scythe...

Today's farmer does a barbering job on weeds and reeds with a nifty hand scythe, powered by a single cylinder gasoline engine developing 1 1/4 brake hp at 4,000 rpm... weighing only 24 pounds... easily carried, and cutting a 20 inch swath.

For heavy harvesting and serious swathing, the hand scythe was replaced decades ago by mechanical equipment.

But some people still think of the scythe as the symbol of agriculture. Very pretty on a blue Egyptian faience, but strictly passe (without power attachments) on modern farms!

Farming is manufacturing... now heavily mechanized and tooled... and the best farmers, like other industrialists, utilize invention and technology, science and research to raise output and lower costs.

The manufacturer's wife lives in a mechanized home... pushes buttons, sets thermostats, manipulates device controls... accomplishes more with less effort in less time, and has more time for more leisure and more accomplishment!

Best market for manufacturers is the audience of the nation's best farmers... best reached by SUCCESSFUL FARMING's 1,200,000 circulation, with more than a million concentrated in the 15 agricultural Heart states, with the best soil, best brains, best techniques, highest yields and incomes—the average subscriber's annual income is more than 50% higher than that of the average US farmer.

Advertising in general publications misses much of the best market, needs SUCCESSFUL FARMING for penetration and balance, and wide influence based on 40 years of service. For ten years the audience has enjoyed the highest prosperity in agricultural history... today is engaged in all-out production! You aren't getting the most from your advertising without this market and medium. Full facts, any SF office...

MEREDITH PUBLISHING COMPANY, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



Information for Advertisers

No. 3925. Big Farm Market for Auto Equipment and Supplies.

Pointing out that there is an average of 4½ gasoline engines per farm in Kansas, the *Kansas Farmer* presents an exhaustive new survey, "Automotive Equipment and Supplies—Autos, Trucks, Tractors, Gasoline, Lubricants, Tires, Batteries." Sixty-four pages of details, including brand preferences, etc.

No. 3927. What Key Men in Construction Read.

"A Report on 13,648 Architects, Mortgage Bankers, Engineers, Builders, Hardware Jobbers, and Building Materials Dealers" is a new readership study offered by *Time*. The survey covers general magazines read, and general magazines preferred. Business papers were not studied.

No. 3931. Dayton Market Data.

Station WLW-D, Dayton, offers a new coverage map and market data sheet covering population, buying power, retail outlets, etc., in the area.

No. 3932. Motor Vehicle Market in Upper Midwest.

"Report to Advertisers" is a new brochure offered by *Northern Automotive Journal*, giving quick highlights of the auto market in Iowa, Minnesota, Montana, North Dakota, South Dakota, and Wisconsin. Brief media information is included.

No. 3898. Trilogy of Industrial Advertising.

The power of industrial advertising and methods to measure and

demonstrate its part in making sales are discussed in this 28-page booklet offered by Putnam Publishing Co. Entitled "Trilogy of Industrial Advertising," it presents the opinions and interpretations of three industrial advertising leaders.

No. 3893. Role of Business Magazines in Today's Economy.

How business magazines serve the nation and its industries through their editorial and advertising pages is illustrated in this factual presentation prepared by McGraw-Hill Publishing Co. In addition to basic information on business publications as industry's clearing house for ideas, knowledge and technical data, the folder reproduces a number of different articles and advertisements which offer excellent copy suggestions for business paper editors and business paper advertisers.

No. 3891. Cleveland Consumer Panel Report.

Data on sales volume, brand share of market, place of purchase, brand loyalty, etc., are given in the third annual Cleveland Consumer Panel Report just released by the *Cleveland Press*. The 112-page book contains charts showing a month-by-month record of family purchases under the following classifications: baking products, beverages, cereals, canned goods, spreads and shortening, frozen foods and soap products. In each of the general classifications are pages devoted to special groups of products. The current analysis covers the period for the 12 months from October, 1949, through September, 1950.

Note: Inquiries for the items listed above will not be serviced beyond May 14.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY & ZONE _____

WHATCHA GOT?

Got some service or equipment to sell? Got a yen to move on to greener pastures? Got to get a man to fill an important job? Then tell the advertising world about it right here in the classified columns of ADVERTISING AGE. Result-reports from advertisers prove that it gets jobs for men, and men for jobs, in all salary brackets and in all parts of the country. Being primarily a news paper, ADVERTISING AGE'S classified columns are read most thoroughly—AND GET RESULTS!

THE ADVERTISING MARKET PLACE

Rates: 75¢ per line, minimum charge \$3. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$11.25 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

PERSONALIZED SERVICE
Advertising-Promotion & Sales Managers-Copywriters-Account Executives-Editors-Artists-Merchandising-Research-Layout-Radio-TV-Production and Salesmen.

THE HONES COMPANY
14 East Jackson Blvd. Chicago 4, Ill.

Florida Newspaper Has Opening For Right Man or Woman
Top notch layout, copy and idea man or woman wanted by one of Florida's finest newspapers. Must be fast and be able to spark and grasp ideas which can be sold by hard-hitting display staff. Ideal living conditions in a growing Florida city. If you have a yen to live in Florida, and think you can fill the bill, please send full details first letter. We will ask for samples of work if interested.
Box 3670, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CIRCULATION MANAGER
A man who is now second or third in his department but who desires to get ahead fast, will probably be interested in an opening with a national magazine, circulation over one million, headquarters mid-west. In reply give all details of experience, salary, etc., to:
Box 3682, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

ADVERTISING SALESMAN
Midwest agricultural publishing company has position open now for advertising space salesman. Younger man preferred. Agricultural college education an asset. Write giving complete personal history, salary expected, date available for employment. Address:
Box 3683, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON
ADVERTISING & PUBLISHING PERSONNEL
All types of positions for men and women
185 N. Wabash Fr 2-0115 Chicago

Publisher's representative to sell space for well established West Coast trade publication, to work in Cleveland area. Big potential business. Good commission arrangement.
Box 3687, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Editor, Assistant, N. Y. Tradepaper. College grad., min. 2 yrs. solid exp. Drug, Chemical or Food field. State age and salary.
Box 3682, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

ACCOUNT EXECUTIVE WANTED
Able to secure immediate billing for sm. recog. agcy. Facilities. Draw against liberal comm. Tel. Worth 2-3772, N.Y.C.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS—PLACEMENTS
209 S. State St. HA 7-2063 Chicago 4

Advertising Space Salesman: One with strong local contacts among national mail order advertisers and advertising agencies to sell high rate undisplay advertising for a leading national publication. Weekly guarantee plus commission and expenses. Some travel to nearby centers involved. Write full details to:
Box 3701, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

—Operating Nationally Since 1914—
COPYWRITER Pharmaceuticals.....\$5,200
CATALOG Spvr. Auto Parts.....\$5,000
Employer Inquiries Welcomed

SHAY AGENCY
30 W. Washington Chicago 2, Ill.

POSITIONS WANTED
SEASONED COPY-CONTACT MAN wants harder job—location secondary. Now handling major national accounts for medium-size Midwest agency. 16 years' advertising experience—industry and agency. Age 38. Married. Same about salary.
Box 3688, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Mature young man, versatile, talented, creative, ambitious. 8 years experience art, sales promotion, copy, production, outdoor. Potential ad mgr. or asst. College degree. age 31, married, family, draft exempt, salary open, will relocate.
Box 3690, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Top Brass, Attention! Long on ambition, energy, extremely trustworthy, anxious to crack agency field (large or small). Account Ek-zek ability. Available now. Bart Nelson. Shawnee, Kans. (sub of K. C.)

POSITIONS WANTED

AVAILABLE
Exper. Ad man. Production, Contact, Sales Promotion and Merchandising.
Box 3691, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DOES THIS INTEREST YOU?
Am 50. Mentally and physically agile with zest of youth and enthusiasm of beginner. Have solid fundamental education... enhanced by years of active showmanship in various branches of amusement. Write crisp, convincing copy; experienced in public relations... publicity... framing campaigns. Considered AI salesman. Prefer connection linked with (TV) show-manning.
Box 3693, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MAIL ORDER SPECIALIST
Capable man. 15 years last position, thoroughly familiar with promotion and operational detail.
Box 3695, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

UNHAPPY COPYWRITER
with NY agcy. wants happy shop. Nat'l 4A consumer-indt exp print, radio, TV. Yng. married, draft exempt vet. Ivy league AB. MS degrees. Write, you won't regret it!
Box 3696, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

TOP CREATIVE AD-LAYOUT ARTIST: 23 years agency experience. Newspaper, Magazine, Direct Mail. Seeks opportunity to organize or head up Art Department for agency or business. Southwest or Far West. Thorough know. graphic arts, prod.
ROL GELATT
510-la. D.M. Nat. Bank Bldg. Des Moines Ia.

Space salesman with clean successful record and right contacts throughout middle-west available for progressive publication.
Box 3698, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

A HIGHLY TRAINED CREATIVE ARTIST
(young, yet a mature family man), who has proved ability to produce convincing copy, wants to escape Chicago. Interested in a 30 year career with agency or advertising department—preferably in Michigan or Wisconsin. Drop me a line and let me tell you about myself.
Box 3699, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TOPFLIGHT MERCHANDISING EDITOR seeks better opportunity with aggressive business magazine. He has imposing record of performance during 13 years with leading magazines. Winner of major editorial prizes. Capable of assuming full editorial responsibilities and improving publication to better competitive position.
Box 3700, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE
Two man team covering Ohio, Mich.; W. N. Y.; W. Pa.; Cleveland Hdqrs. Can devote full time one man to trade or business paper. Comm. only.
Box 3697, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WE SEEK A Rare Combination
Managing Editor who is also thoroughly versed in publication layout. Field, national; audience, consumer. Knowledge of consumer goods merchandising, and of the building field would be helpful. Please reply in strictest confidence, giving complete outline of experience and statement of present earnings in first letter.
Box 7815, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Distinctive FARM ART
Authentic, realistic, farm animal illustration for posters, booklets, ads etc. Reasonably priced, quick service, layout submitted. Nationally recognized artist. Write for samples
John Anderson
1584 BODIE - OMAHA, NEBRASKA

BUSINESS OPPORTUNITIES

AD MAN'S DREAM
At risk of his own money, veteran Chicago agency man has developed sound, profitable mail order business (drug item with steady repeat sales). He is now ready to incorporate and apply same proven methods on much larger scale. Most of required capital has been subscribed but there's a good spot, bright future for capable man who can invest \$2,000 to \$5,000 along with his talent. Address:
Box 3688, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WEST COAST TRADE WEEKLY FOR SALE
Leader in its field. Estab. 1934. Paid subs., national advertisers, headquarters Los Angeles. Sound, profitable personal reason for offering. Price \$30,000, principals only.
Box 3694, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS
LARGE CERAMIC DESK TRAY any color, with your name or initials on it. Sent on approval, \$2.00 postpaid, Abscon, Absconators—Abscon, N. J.

ORIGINAL LAYOUT DESIGNS
Free-lance art directing service. Finished artists available at my finger-tips.
Box 3702, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WANTED:

Advertising Promotion Man

for
READER'S DIGEST

International Editions

He will be required to initiate and organize promotion programs to help the sale of advertising here and abroad, including the creation and execution of promotion and merchandising material. He should have wide experience and success at selling advertising media. He should be able to (a) write with clarity, imagination, conviction (b) interpret and present research findings (c) analyze advertising sales problems and develop solutions (d) win the confidence and cooperation of a competent sales staff, here and abroad (e) educate others in the successful techniques of media promotion and sales. He is probably between 35 and 42 and should be willing to travel abroad up to three months every year. Write fully with SPECIFIC EVIDENCE of ability to handle this important job. Include age, draft and marital status, present earnings. "R", Eox 7827 ADVERTISING AGE, 11 E. 47th St., New York 17, N. Y. No telephone or Personal Calls, Please.

HELP WANTED

CREATIVE COPY WRITER: 30 to 42 years of age, \$12,000-\$18,000.

PUBLIC RELATIONS DIRECTOR: 35 to 45 years of age, \$15,000-\$18,000.

COPY WRITER, FOOD: Heavy experience, age open, \$10,000-\$12,000.

Replies confidential

Submit Complete Resumé

WALKER EMPLOYMENT SERVICE

537 Northwestern Bank Bldg.
Minneapolis 2, Minnesota

CARTOONS people, animals, continuities
Smartly Styled - Modestly Priced.
Send ideas - We return art in black & white or color - Prices quoted - 1000 - DRUG - FARM - AUTOMOTIVE ETC.
"17 YEARS IN THE ART BUSINESS"
Postcard Art Co.
1231 W. 9th - ERIE, PA.

Make
MAXWELL SERVICE
a part of your
SALES DEPARTMENT

The R. C. Maxwell Co. Trenton N.J.

ADVERTISING

Impressive Volume Shows Latest in Industrial Designs

NEW YORK, March 27—Virtually everything that's new in the field of industrial design can be found in a handsome, beautifully illustrated volume recently published by the Society of Industrial Designers.

Entitled "U. S. Industrial Design, 1951," the book, according to its editors, is designed "to show the profession (of industrial design) in action...not...to make, or sponsor, judgments as to what is beautiful. Each reader will find things that he does not care for. He will also find an explanation of the problems faced by the industrial designer, and an indication of how they were solved."

The volume runs the gamut of industrial design, with individual chapters devoted to (1) household equipment; (2) equipment for personal use and recreation (electric shavers, cameras, radios, pens, toys); (3) commercial and professional equipment (time recorders, adding machines, X-ray cabinets); (4) transportation; (5) industrial apparatus and machinery; (6) packages and general identification programs; and (7) commercial interiors and exteriors.

The designer of each item or product presented was asked to explain briefly the objective to be achieved and the requirements that



FEATURES HOTEL—Houston's Shamrock is featured in American Stove Co.'s first spring magazine ad (in Better Homes & Gardens), and other hotels will be mentioned later.

the design had to meet. Photographs of the new designs dominate each of the book's 180-plus pages, with the designers' explanations serving as captions for the photos. The name of the designer and the company for which the job was done are shown for each item.

The book is a successor to "U. S. Industrial Design, 1949-50" and should prove a very useful handbook and guide for designers, engineers, manufacturing executives and students. Printed by Studio Publications Inc., 381 4th Ave., it is priced at \$10.

PEN RADIO-TV AD BOOK

NEW YORK, March 27—McGraw-Hill Book Co. has published "Successful Radio and Television Advertising," by Gene F. Seehafer, assistant professor of advertising in the school of journalism at the University of Minnesota, and Jack W. Laemmar, account executive of J. Walter Thompson Co., Chicago.

Said to be the first book on television as an advertising medium, the new book also is credited as being the first to combine the use of radio and television as advertising media for retail and national advertisers.

The first edition of the book, "Successful Radio Advertising," was published in mimeographed form on a pre-test basis and was used in college classes at Northwestern, DePaul, Rutgers and the University of Minnesota.

PRONUNCIATION BOOK PRINTED SECOND TIME

NOO YAWBK, MAHRCH 27—A HAND book of proh nuhn si AY sh'n haz bin published by Thomas Y. Crowell Co.

Compiled by James F. Bender, the "NBC Handbook of Pronunciation" lists the proper pronunciations of "more than 15,285" names, places and common words frequently mispronounced. For each, the word is first spelled, then respelled to show pronunciation and then shown in phonetics.

Dr. Bender, a speech expert, was engaged by National Broadcasting Co. to prepare the book, which was first published in 1943. This second edition, containing many additional names and omitting some in the first volume, contains 372 pages and retails for \$4.50.

Names Visual Training Aids

Bardwell & McAlister has named Visual Training Aids, Chicago, as distributor of its new overhead projector, Screen Scriber. The portable projector weighs 7 lbs.

ASR Pushes Gem Razor

American Safety Razor Corp., Brooklyn, is using 8,000-line ads in 83 Sunday newspaper sport sections to push its Gem feather weight razor. Insertions also are scheduled for April and May in *Argosy*, *The Saturday Evening Post* and *True* where full, half-page and two-thirds-page ads will run. The campaign theme is "The easiest shave on the face of the earth—or your money back." Federal Advertising, New York, carries the Gem account.

Habitant Signs for AM Show

Habitant Soup Co., Manchester, N. H., has signed a one-year contract for participation in the "Chef Milani" radio show on KMPC, Los Angeles. The three-per-week participation was placed through Chambers & Wiswell, Boston.

Gets Hosiery Account

J. B. Taylor Inc., Dallas, has been appointed to handle advertising of Airmaid Hosiery Mills, Dallas, and its subsidiaries. Radio, television, newspapers, outdoor and trade publications will be used.

KLKC, KOFO Appoint Bowles

Station KLKC, Parsons, Kan., has appointed Bowles & Co., Fort Worth, as its exclusive national representative. Station KOFO, Ottawa, Kan., also has appointed Bowles as its representative.

Lowie Runkle Moves Offices

Lowie Runkle Co., Oklahoma City, has moved to temporary quarters in the Liberty National Bank Bldg., pending completion of Apero Tower, which will later house the agency.

Bert Ray Moves Studio

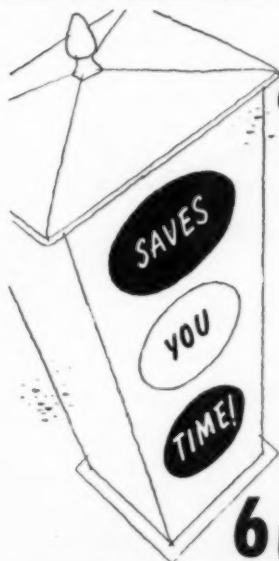
Bert Ray Studios has moved its studio from 812 N. Dearborn to 20 E. Huron St., Chicago.

CUT HIGH ART COSTS!
Use Stivers Studio Stock Illustrations! Select from thousands—pay only \$1 for those you use. Strictly limited to recognized agencies and national Ad Mgrs. Write today on business letterhead for free brochure and "use" contract.
STIVERS STUDIO
47 MAIN ST. - SAN FRANCISCO 5, CALIF.

ATTENTION! Editorial Assistants

Would You Like A Chance In Agency and Publicity Work?

We're looking for that cub or young assistant in some technical publication or industrial office who would like to broaden his horizon in advertising agency copy and publicity writing. One who loves trade-journal type of writing; has a mechanical turn of mind; (technical education desirable, but not essential); mentally flexible enough to enjoy writing on various subjects; ample previous experience to have his feet on the ground, plus sales mindedness. Good future with well established forward-moving group. Preferably married and 35 years or under. Write telling us fully about yourself and salary wanted, including snapshot and samples of your writing. **WHEELER-KIGHT AND GAINY, INC.**, 74 E. Long Street, Columbus 15, Ohio.



ONE STOP SERVICE!

You'll be pleased and save time by using PONTIAC'S complete advertising production service. Extra phone calls and follow-ups are eliminated because PONTIAC servicemen expedite your job from start to finish. One phone call to PONTIAC brings you dependable quality and service that helps you make those deadlines.

6 UNIFIED SERVICES

COLOR PROCESS • PHOTOENGRAVING • ARTWORK PHOTOGRAPHY • TYPOGRAPHY • ELECTROTYPING

PONTIAC ENGRAVING & ELECTROTYPE CO.

812 W. Van Buren Street • Chicago 7, Illinois
HA ymarket 1-1000



Picking above-average markets in which to throw the weight of your advertising effort is a heavy responsibility these days. More and more advertisers are picking Michigan as a "must." One Michigan store, during the holiday shopping rush, had to close its doors temporarily, three times in one day, to ease the crowds... and this is typical of Michigan retail activity today.

Newspapers are today's outstanding "action" medium... (Pittsburgh's experience proved it)... and the 8 Booth Michigan Markets are outstanding examples of well-served newspaper markets.

For more information, ask for new Market Data Sheets...

A. H. Kuch,
110 E. 42nd Street,
New York 17, New York,
Murray Hill 6-7232

The John E. Lutz Co.,
435 N. Michigan Avenue,
Chicago 11, Illinois,
Superior 7-4680

BOOTH Michigan NEWSPAPERS

GRAND RAPIDS PRESS • FLINT JOURNAL • KALAMAZOO GAZETTE • SAGINAW NEWS
JACKSON CITIZEN PATRIOT • MUSKEGON CHRONICLE • BAY CITY TIMES • ANN ARBOR NEWS

Louis Sherry Flower-and-Candy Box Builds Sales for Childs' Subsidiary

NEW YORK, March 30—Louis Sherry Inc., famed quality candy and ice cream manufacturer, was supposed to be a quiet little stepchild after its purchase last May by the new management of the Childs restaurant chain.

Since Childs was ailing, and Sherry—to the contrary—was robustly healthy, it was felt that Sherry products and prestige would give a much needed hypo to the Childs operation.

Louis Sherry, under President N. C. Earl Jr., however, has not been content to play the role of catalytic agent, and its latest independent excursion is the Louis Sherry "Special Occasion Box," an orchid corsage and box of candy in one package.

The item received high acclaim in a private distribution test and was brought into the market last month after considerable meditation, changing and planning by the ultra-conservative Sherry organization.

It all started little more than a year ago. Samuel G. Hoffman, vice-president of Advertising Arts Corp., a point of sale merchandising organization, had been thinking about selling flowers and candy together, since both were gift items and no one, apparently, had thought to link them together.

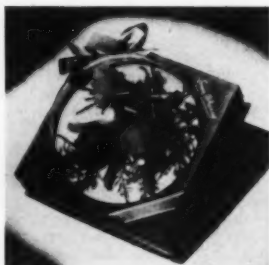
Mr. Hoffman decided that the best way to sell flowers and candy was in one package, so he conceived and patented the box shown in the accompanying picture. It consists of 1½ pounds of candy in a plain container, encased in an outer velour box having a plastic dome. In the dome bubble, a fresh flower, orchid preferred, was to be placed, and the whole package trimmed with ribbon.

This had to be a class item. Mr. Hoffman felt, so he took the package to Louis Sherry where executives' personal reactions were immediate and good. But, as mentioned, the Sherry organization moves slowly, and they started to think, chief cogitator being John D. Utterback, general sales manager for the company.

Problem No. 1 was fresh flowers. Suppose 50,000 orders were placed for holiday gift boxes. There wasn't a flower grower in the country that could supply that many orchids on such necessarily short notice. This was settled by using an artificial flower (thereby perhaps defeating one of Mr. Hoffman's merchandising aims), so realistic that from a distance of a few feet its artificiality could not be distinguished.

Next, the thought occurred, "Why not merchandise flowers, candy and perfume in one package?" Subsequently, arrangements were begun to include Sortilege, the Stork Club perfume, in the package, but this came to an abrupt halt when it was discovered that a 20% excise tax would

now have to be paid, not merely on the perfume, but on the whole package. The projected retail price of \$5.50 sans perfume (\$7.50 with a live orchid) was high enough and feeling was that to put an estimated \$2 tax on top of the new



selling price would send the package soaring away on its bubble-dome right out of any potential market.

With perfume out of the picture, the Sherry people then noted that the package had elements of class as well as mass, depending on where the product was merchandised. This was proved in tests which showed the box was as well accepted on Park Ave. as it was in small communities. With this in mind, it was decided not to angle the merchandising for any specific market other than the usual Louis Sherry outlets. Accordingly, McKesson & Robbins—which undertook Louis Sherry candy distribution last November—was asked to add the package to the Sherry line.

M&R is still distributing, on what might be termed a test basis, in the New England area, though orders have been placed through salesmen in other areas. Some 8,000 boxes have been placed to date, in Baltimore, Florida, New York, Washington and New England.

Because of the natural inclination of salesmen to solicit those places where they have easiest entry, florists, so far, have played a minor role in merchandising the product. With them, the pitch is to sell the candy and package minus any flower. A live corsage is to be inserted by the florist at the time of sale.

The going is rough because florists tend to throw up their hands in alarm with, "What! I should sell candy—my biggest competitor—in my flower shop!" Nevertheless, approximately one out of every three florists approached, some 50 all told, has taken the boxes as a means of selling flowers, according to Mr. Utterback—this without any concerted drive on the part of Sherry.

"Most florists are looking upon it as an added sale which also allows them to compete with the candy people, their main competition, during holiday seasons," Mr. Utterback points out.

Childs' metropolitan stores featured the Special Occasion Box, completely gift-wrapped, for Easter, and will do the same for Mother's Day. If sales response meets expectations, Sherry will bring out a brown velour box holding a chrysanthemum for the fall and a black, green or red container encasing a poinsettia for the Christmas season.

It will also go national, at its usual conservative pace, as the demand warrants, through McKesson & Robbins. Mr. Utterback feels that in the long run, the big sales response lies with the florists, specialty department stores and high-class confectionery shops.

Advertising, for the present, remains word-of-mouth. "This is a shakedown cruise. We want to see consumer and dealer reaction before we go into any heavy promotion," Mr. Utterback said.

Reader Likes 'AA' So Well He Pays \$138.20 for Sub

CHICAGO, March 26—There is at least one reader of ADVERTISING AGE who likes this publication well enough to spend \$2.60 a week—or \$135.20 a year—just to have AA sent to him by airmail.

Rankin Roberts of Publicidade Ltd., Sao Paulo, Brazil, has forwarded a check for \$138.20 to AA (through Clark subscription agency) to cover the cost of a one-year subscription.

Three dollars covers the cost of the subscription; the remaining \$135.20 goes to defray the cost of airmail postage from Chicago to Sao Paulo. The postage was figured on the basis of 10¢ per half ounce, with an average issue weighing 13 ounces.

Armstrong Cork Opens Drive to Push New Linoleum

Armstrong Cork Co., Lancaster, Pa., used a four-color page in *The Saturday Evening Post*, March 24, to introduce its new Strypelle linoleum. Succeeding insertions are scheduled for *American Home*, *Better Homes & Gardens*, *Ladies' Home Journal*, *Woman's Home Companion* and the trade press. On radio, Armstrong's weekly "Theater of Today" will push the product, as well as the company's TV show, "Circle Theater." Batten, Barton, Durstine & Osborn, New York, is the agency.

2 Name Gebhardt & Brockson

Davidson Corp., Chicago, manufacturer of duplicators and folding machines, and Electric Eye Equipment Co., Danville, Ill., manufacturer of electronic inspection and control equipment, have placed their advertising with Gebhardt & Brockson, Chicago.

Pushes New Gard Deodorant

Paul Denis Perfumers, subsidiary of E & A Martin Research Ltd., Toronto, is using daily newspapers to promote Gard, a new stick deodorant, in the Ontario market. The Toronto office of Atherton & Currier is handling the campaign.

Appoints Meltzer Agency

Richard N. Meltzer Advertising, San Francisco, has been retained by Cullington & De Graff, travel tour promotions, to handle its advertising.

Sears, Roebuck '50 Sales, Profits Set All-Time Records

CHICAGO, March 27—Sears, Roebuck & Co. closed its 1950 fiscal year with net sales of \$2,556,371,110, an increase of 17.9% over last year's volume of \$2,168,928,412, and a record high for the company.

Net income, after taxes, for the year, which ended Jan. 31, 1951, was \$143,654,981, equal to 5.62% of sales—also a record.

Gen. Robert E. Wood, Sears board chairman, told a press meeting earlier this week that the record sales put Sears in fifth position among U. S. corporations on the basis of sales and in seventh or eighth on the basis of profits. In addition, he said, "Sears is the largest national corporation with headquarters outside New York City in both profits and sales."

Instalment accounts increased during the year by \$127,706,529 and totaled \$517,755,131 outstanding at the year's end. Durable goods were in abnormally heavy demand during the second half of the year. Inventories at the end of the fiscal year were up 18% compared with a year ago and merchandise on order was up 47%. However, much of the latter increase reflects both increased cost and decidedly longer delivery periods.

Except for the increased demand for durable goods, distribution of goods ordered by customers reflected little change. Fowler B. McConnell, president of Sears, said that he expects sales for the first half of 1951 probably will be up about 10% from volume a year ago—fairly close to the general rise in the price level.

The company's annual report points out that 23% of the total stock outstanding now is owned by the Sears savings and profit sharing pension fund.

Raycraft to Use AM and TV

Raycraft Co., Oakland, Cal., distributor of television sets, has signed a 26-week contract to sponsor a simultaneous broadcast and telecast over KGO and KGO-TV, San Francisco. The 15-minute show, "Live Like a King," will be produced every Tuesday night. Merchandising Factors, San Francisco, is the agency.

SIGNS OF LONG LIFE
FOR QUANTITY BUYERS
THE ARTKRAFT SIGN CO.
Div. of
Artkraft Manufacturing Corporation
900 Kibby St., Lima, Ohio, U.S.A.

OVER 100% CIRCULATION
GROWTH IN 10 YEARS!

DAILY

1940—81,802*

Now 187,000**
UP 128.6%!

SUNDAY

1940—89,246*

Now 193,000**
UP 116.2%!

LARGEST HOME DELIVERED DAILY
AND SUNDAY CIRCULATION IN
NORTHERN CALIFORNIA SINCE 1939

*A.B.C. Publisher's Statement, Sept 30, 1940

**Based on average circulation from Oct 1, 1950 to
Jan 1, 1951, from publisher's own records

Oakland Tribune

CRESMER & WOODWARD, INC.

National Representatives, including Sunday Magazine Section



America's finest
photoengraving plant
Collins, Miller &
Hutchings INC.

207 North Michigan, Chicago



**“Advertising Age is of
great help in guiding
my thinking on many
matters of advertising”**

Says **ALFRED N. STEELE**, President, PEPSI-COLA COMPANY

“Advertising Age is invariably interesting, thorough, timely, and informative.

Such qualities are rare and highly to be prized, both by publisher

and by reader. As a constant reader, I find Advertising Age of great help in

guiding my thinking on many matters of advertising.”

Pepsi-Cola's new trouble shooter and president, Alfred N. Steele, didn't finger the trigger very long before firing the first of his many shots that were to startle advertising circles and bring him national recognition. In his first job, immediately after graduating from Northwestern University in 1919, as advertising manager of the Union Bed & Spring Co., he put across a highly successful advertising campaign built around a gimmick he tagged the "Sono-Meter" which measured the amount of energy expended by people while sleeping. He did his job so well that in one nine-month period sales shot up approximately 80 per cent. In 1926, Mr. Steele moved his working quarters over to the Chicago Tribune as merchandising manager of the rotogravure department. His second advertising coup came three years later when, as advertising director of Standard Oil of Indiana, he introduced Standard's well-remembered "live

energy" campaign featuring wild animals. As a part of the campaign, the company sponsored a wild animal show at the Chicago World's Fair, which, incidentally, resulted in Mr. Steele becoming, for a short time, part-owner of Cole Bros. Circus. Mr. Steele, in 1926, became head of the Detroit office of Columbia Broadcasting System, where he remained until D'Arcy Advertising lured him to New York to work on the Coca-Cola account. This lasted until 1946 when he quit the agency to become vice president in charge of merchandising for Coca-Cola. At the time he was a partner and vice president in charge of the agency's New York office. Mr. Steele became associated with Pepsi-Cola in April, 1949, as vice president in charge of sales and as a member of its board of directors, and was made president in March, 1950.



important to important people!

Retail Sales

Federal Reserve Figures on Department Store Sales

WASHINGTON, March 27—Department store sales in the week ended March 17 continued to run well ahead of the corresponding week of 1950, although not so far ahead as in recent weeks.

Dollar volume of sales for the latest week were 11% ahead, but the Federal Reserve Board points out that about 4% of this reflects the fact that Easter came two weeks earlier this year than last. The televised Kefauver crime committee hearings evidently cut down department store business, for dollar volume the week of March 12-17 was only 293 on the index (1935-39 equals 100), against 304 the preceding week.

However, sales were by no means held down by the TV hearings alone, for some cities without the telecasts were below average (New Orleans and San Antonio, for example).

DEPARTMENT STORE SALES INDEX	
1935-39=100	
Week to Mar. 17, '51	p293
Week to Mar. 18, '50	264
Week to Mar. 10, '51	304
Week to Mar. 11, '50	253
Week to Mar. 3, '51	289
Week to Mar. 4, '50	244

pPreliminary
*Not adjusted seasonally.

Kansas City	21	24	13
St. Joseph	6	14	*
Oklahoma City	16	7	3
Tulsa	22	14	9
Dallas District	11	r20	r15
Dallas	11	19	11
Fort Worth	8	r7	12
Houston	41	34	20
San Antonio	7	24	-7
San Francisco District	8	1	13
Los Angeles Area	6	5	11
Oakland	7	12	13
San Francisco	11	10	13
Portland	7	-14	11
Salt Lake City	3	20	16
Seattle	14	-1	18

% Change from Previous Year Weeks of

Federal Reserve District and City	Mar.		
	10	17	24
UNITED STATES	18	26	11
Boston District	4	9	12
New Haven	24	9	-19
Lowell-Lawrence	17	9	-2
Boston	1	7	14
Springfield	13	18	16
Providence	3	16	12
New York District	14	r20	r15
Newark	18	r23	16
Buffalo	15	21	18
New York	13	18	7
Rochester	13	r21	16
Syracuse	16	25	9
Philadelphia District	22	r19	18
Philadelphia	22	r16	14
Cleveland District	36	39	12
Akron	47	31	6
Cincinnati	28	20	2
Cleveland	39	29	19
Columbus	36	37	7
Toledo	41	49	18
Erie	30	26	20
Pittsburgh	34	24	9
Richmond District	15	r24	16
Washington	12	25	16
Baltimore	21	34	14
Atlanta District	15	r22	8
Birmingham	11	20	17
Miami	5	r14	14
Atlanta	28	40	14
New Orleans	3	26	-14
Nashville	17	25	4
Chicago District	23	r8	13
Chicago	20	39	8
Indianapolis	21	22	3
Detroit	39	23	23
Milwaukee	13	26	0
St. Louis District	21	r13	3
Little Rock	11	3	0
Louisville	49	12	2
St. Louis Area	22	14	1
Memphis	6	13	10
Minneapolis District	4	r13	-3
Minneapolis	8	12	-3
St. Paul	1	11	-3
Duluth-Superior	-18	37	2
Kansas City District	19	21	12
Denver	17	50	15
Wichita	29	41	26

rRevised.
*Data not available.

KSTP-TV Signs 3 Sponsors

Slawik Motors, Minneapolis-St. Paul, is sponsoring All Star Wrestling on KSTP-TV, Minneapolis-St. Paul, Fridays, 10:30-11 p.m. R. J. Reynolds Co., for Cavalier cigarettes, will sponsor the 1:45-2 p.m. segment of KSTP-TV's daily audience participation show, "Cash 'n' Carry," beginning April 2. Colgate-Palmolive-Peet Co., for Vel, has purchased the first quarter hour of "Cash 'n' Carry," 1:30-1:45 p.m., starting April 9. William Esty Co., New York, is the agency for both Cavalier and Vel.

Wortman Named Ad Chief

Leon A. Wortman, formerly advertising manager of Fairchild Recording & Equipment Corp., has been appointed director of advertising and sales promotion for Audio & Video Products Corp., New York. This company distributes Ampex tape recorders.

Ridder Heads Fund Appeal

Charles H. Ridder, publisher of the Catholic News, New York, has been appointed chairman of the publishers' division of the Cardinal's Committee of the Laity in the 1951 Catholic Charities fund appeal in New York. Goal of the drive is \$2,376,196.

Doubles Bennett's Chili Sauce Budget

BALTIMORE, March 27—Recipe Foods Inc. is doubling its advertising budget for Bennett's chili sauce, following an announcement at the National Food Brokers' convention last month that arrangements have been completed for national distribution of the product by spring.

In addition to the chili sauce copy scheduled for *Everywoman's Magazine*, *Life*, *McCall's*, *The Saturday Evening Post* and *This Week Magazine*, the company has slated early spring insertions in *The American Weekly*, *Better Homes & Gardens*, *Better Living*, *Family Circle* and *Woman's Day*.

Over and above its national campaign, Recipe Foods is urging retailers to take advantage of a cooperative plan aimed at getting increased local tie-ins. Late summer and fall plans call for further acceleration in advertising and merchandising, the company points out.

S. A. Levynne Co. here is the agency.

ABC Hits Profit Column; CBS' Net Down Slightly

American Broadcasting Co., New York, has reported a net income of \$84,605 for the year ended Dec. 31, 1950. This compares with a net loss of \$519,085 for the preceding year. Approximately \$300,000 was written off against the depreciation of television equipment in 1950.

Columbia Broadcasting System, which grossed \$124,105,408 in 1950, compared with \$105,397,580 in 1949, had a net income of \$4,105,329 in 1950—against \$4,184,079 the preceding year. The gross figures cover all the operations of the network and its domestic subsidiaries.

Radio Cincinnati Ups Hines

William B. Hines has been appointed director of promotion and public relations of Radio Cincinnati Inc., which operates WKRC-AM, FM and TV. Mr. Hines, who has been sales promotion manager of the stations, succeeds Fred Gregg, who has resigned.

Wilco Appoints More Agency

C. Church More & Co., Los Angeles, has been named to handle the advertising of the service station supply division of Wilco Co., Los Angeles. Regional magazines, point of purchase, direct mail and a monthly external house organ will be used.

DAYTIME
28%
SETS IN USE!

WTVJ
CHANNEL 4 MIAMI

Full Coverage of
SOUTH FLORIDA

Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami

WTVJ
CHANNEL 4 MIAMI

NITETIME
67%
SETS IN USE!

WTVJ
CHANNEL 4 MIAMI

Full Coverage of
SOUTH FLORIDA

Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami

WTVJ
CHANNEL 4 MIAMI

BY A
FULL TIME
TELEVISION
STATION

9 A.M. 'TIL 1 A.M.

CHANNEL 4 MIAMI

WTVJ

REPRESENTED BY
FREE & PETERS

ANOTHER
REASON
YOU
WILL
LIKE

*meeting deadlines
is our specialty*

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CHICAGO 6, ILLINOIS
TELEPHONE: FR-2-6343-44-45

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TELEVISION
STATION

9 A.M. 'TIL 1 A.M.

CHANNEL 4 MIAMI

WTVJ

REPRESENTED BY
FREE & PETERS

Half of ANA Members' Budgets Up, McElroy Reports at Spring Meeting

(Continued from Page 1)

shortage now, 31% report moderate product shortage, 24% say there is little shortage of their products and 24% report no shortage. At the end of 1951, 26% expect serious product shortages, 35% expect moderate shortages, 25% believe there will be little shortage of their product, and 14% believe there will be none.

■ An interesting discussion of advertising themes was also included in the study. For example, 62% reported that all their advertising was devoted to straight selling a year ago, whereas only 51% devote all advertising to straight selling now, and by the end of 1951 only 42% expect to continue entirely on a straight selling line.

"Most" of their advertising was devoted to straight selling a year ago by 29% of the companies, while 30% are in this class now, and 34% expect to be in it by the end of this year.

"About half" of their advertising was devoted to straight selling copy by 5% of the respondents a year ago, while now 10% are in this category, and by the end of this year the figure will probably be 13%.

■ A year ago, 3% of the companies were devoting "little" of their advertising to straight selling themes. Now 7% are doing so, and by the end of this year the figure will probably be unchanged.

Only 1% of the companies replying were devoting none of their advertising to straight product selling a year ago; now the figure is 2%, and by year's end it is expected to be 4%.

"The most marked shift away from straight selling copy during the past year took place in the industrial and paper products industries," Mr. McElroy reported. "In addition, substantial future decreases in the proportionate use of selling copy are indicated by many companies in the electrical appliance, office equipment, agricultural equipment and home furnishings groups."

Almost half of the reporting companies said that some portion of their present production is for defense needs; of 123 companies reporting the current volume of defense business and their anticipated volume by the end of the year, the median figure at present was 4.5% and the anticipated figure at year end about 10%. In the electrical appliance and industrial groups, however, the average year end expectation is 30%.

■ Following Mr. McElroy's report, John Goodwillie, director of advertising and public relations, Alexander Smith & Sons Carpet Co., gave an unusually interesting report on his company's plans for pinpointing advertising on actual prospects, instead of using a shotgun technique on the masses.

The average consumer, he said, buys rugs or carpeting only twice in her adult life—about once every 20 years for a national average—and is so concerned with the primary problems of solving her demands with regard to price, pattern and color that "we can't expect her to add brand loyalty to her problems—not one customer in a million can't be switched in her carpet brand by the retail salesman."

■ As a result, Mr. Goodwillie said, his company has long realized that the retail salesman is the key figure in carpet selling, and that brand recognition is desirable but nowhere near so important as other factors.

To meet the problem, he said, Alexander Smith has developed its Clara Dudley "color consultant" program, an unusual program designed to help women with their color problems. Six Clara Dudleys in the field consult with retail salesmen, put on demonstrations and movies, and provide programs for women's clubs and similar organizations. In addition, the Clara Dudley organization at headquarters answers specific questions on color matching and harmony, and, in cooperation with a number of manufacturers of paint, fabrics and wallpaper, supplies portfolios by mail for \$1 each.

Two years ago, a personalized service of this type was opened in a store in White Plains, N. Y., where women may personally inspect fabrics and colors and consult with decorators, for a modest fee of \$2.50 per consultation. The operation has been so successful that Alexander Smith now plans to open "Clara Dudley" stores in nine additional above-average cities throughout the country, based on home furnishing sales volume, and ultimately to have 100 or 150 such information centers. No merchandise is sold in these centers; they are designed solely to provide service.

■ The advantage of the centers and the Clara Dudley program, Mr. Goodwillie said, is threefold:

1. By helping solve decorating problems, it removes a roadblock to the purchase of carpeting and thus develops new customers for the industry.

2. It isolates existing customers. Since only 100 women out of a group of 2,000 housewives are actually in the market for rugs in any one year, applications to Clara Dudley for help automatically sort out the 5% who are currently in the market.

3. It helps make it more difficult for salesmen to switch customers from one brand to another, and increases their willingness to sell Alexander Smith products.

■ F. F. Duggan, sales manager, American Central Mfg. Co., told the ANA that his company decided last fall that 1951 would be a good year—and would require hard selling—and that consequently his company now has the largest advertising budget and the most aggressive promotional plans in its history.

A series of short "case histories" demonstrating what some ANA members are doing to meet the problems of the defense economy was presented by William A. Hart, director of advertising, E. I. du Pont de Nemours & Co.; G. Reed Schreiner, director of advertising, United States Steel Corp.; Paul H. Willis, general advertising manager, Carnation Co.; Leo Corcoran, advertising manager, Hoover Co.; Allyn B. McIntire, vice-president, Pepperell Mfg. Co.; Lee H. Bristol, president, Bristol-Myers Co., and William Power, advertising manager, Chevrolet Motor Co.

■ All agreed that hard selling is an essential of the times, and all denied any possibility of slowing down advertising or promotion during the present period. Mr. Hart reported that his company's over-all advertising budget for this year is up about 5% from last year, but that there have been considerable shifts in emphasis, and that subsequent shortages in some product categories have reduced expenditures about 7% during the second quarter. The money saved may be used for special purposes later, he said, adding that about 20% of du Pont's budget goes in-

to general "informatory" advertising, including such things as its radio show, and general company advertising in magazines and newspapers.

■ Mr. Willis reported the Carnation Co. budget up 34% from 1949 and 7% to 10% above last year, but also that there have been shifts in emphasis between products, such as canned and dry dog food. If he is satisfied that advertising can be detached even momentarily from the straight selling job, he said, he would use the breather to review the status and functions of the company's advertising department to make certain that it is as well organized, staffed and operated as possible.

Mr. Corcoran reported that Hoover went on an allotment plan with its vacuum cleaners last August, but has not reduced advertising. It has revised its copy themes. In addition, he said, the company has concentrated in fewer media with more dominant space, in order to overcome the problems of increased advertising competition generally.

■ Mr. Power reported that the war has not affected Chevrolet or automobile industry production at all for the first quarter, but that even if production should be cut the Chevrolet advertising budget will still be at least as large as 1949's, and greater than any other year in Chevrolet history except last year. If production is cut back, cooperative dealer advertising will suffer, he said, because each car carries an advertising allotment.

Mr. Schreiner reported that U. S. Steel's total budget is up 2½% over last year but, based on what this amount of money will buy, schedules have been curtailed somewhat. There have been a number of cuts and some elimination of specific product campaigns, he reported, but practically no media changes.

Mr. Bristol did not give specific figures on Bristol-Myers but emphasized his belief that hard selling and hard advertising must not be reduced, and Mr. McIntire reported that Pepperell's sales were up 30% last year, and its advertising budget up 20%. The company now has about 20% of its capacity in war work.

■ The Friday morning session was devoted to a discussion of the effects of mobilization on advertising and public relations themes, and featured talks by George Gallup, Opinion Research Center; Howard Chase, director of public relations, General Foods Corp.; Guy Berghoff, public relations director, Pittsburgh Plate Glass Co.; Robert Mathews, assistant director of advertising, General Foods Corp.; Cameron Thompson, president, Northwest Bancorporation, and Dr. S. N. Stevens, president, Grinnell College.

George Gallup, head of a research empire, told the ANA that the concept that the public is able to be tricked by "silly claims, nonsensical arguments and pretty words" pervades too much advertising.

Advertisers, he said, have been deluded into thinking that the public is uninterested in the run of advertised products, and have used all sorts of trick devices. They ignore the tremendous interest of the American public in products, he said.

"They overlooked the fact that this country, probably more than any other country of the world, is gadget-minded and product-minded...The public is eager to find out why your product is superior to others, but they are uninterested and unimpressed by the mere claim that it is better."

■ Mr. Gallup also pointed out that



SPRING TEST—Waffle Corp. of America, Philadelphia, launched another test for its Downyflake One-Minute frozen waffles in the Philadelphia area with a special two-package offer in 750-line newspaper space. J. M. Korn & Co. is the agency (AA, Feb. 19).

the public is suspicious of advertising which omits the mention of price. Sooner or later, he insisted, the secret of the price will have to be told.

Testimonial copy, he said, shows up badly in his interviews (Mr. Gallup got in a solid plug for his impact technique) when movie stars and celebrities are used, since the public figures the stars got paid—"they get only to the point of wondering why so-and-so would consent to being used in this way and how much he or she got paid."

"But come to think of it, what a hell of a country this would be if the 40,000,000 persons who have had some high school training and the 15,000,000 more who have had college, who make up the bulk of our magazine-reading audience, should take these silly claims seriously," he quipped.

■ The researcher called *Fortune's* piece on institutional advertising "a service to the advertising profession."

Robert Mathews, assistant director of advertising, General Foods Corp., told the ANA that the Advertising Council is reverting to a "Semi-War Advertising Council," and that increased advertiser support of public service advertising is needed.

He reported that the council is switching campaigns rapidly to tie in with the defense effort, and that requests from governmental and private agencies for the council to take on urgent projects are pouring in.

■ Mr. Chase pointed out that the traditional American philosophy of "superb self-confidence" has recently been replaced by a strange case of "national neuroasthenia—a polite name for the jitters," and reminded his audience that such a state of mind is ridiculous.

"By the end of 1952," he said, "we will have completed a 12-year period in which the American facilities for the production of goods and services will have been doubled. Our national income will have been more than trebled...By the end of 1953 there will be almost 70,000,000 people available for jobs." Figures like these, he said, indicate a huge opportunity and certainly present no cause for gloom or jitters.

Mr. Thompson declared that the problem of inflation is the most pressing facing the American people, and made a strong plea for the adoption of the Committee for Economic Development's five-point program embracing more production, higher taxation and lowered "normal" government spending. He urged advertisers to do all in their power to educate the public to economic literacy.

■ At the banquet Thursday, William L. Laurence, science editor, *New York Times*, presented a heartening picture of America's ability to withstand the application of Russian force. He asserted

that the hydrogen bomb will be an accomplished fact here within two years, and urged advertisers to do everything within their power to change the public philosophy with regard to world events. There is no reason whatever for pessimism, he insisted.

The meeting wound up with a luncheon on Friday at which Frank Pace Jr., Secretary of the Army, delivered an off-the-record assessment of the war effort. A special preview of a new film, "The du Pont Story," was shown in the afternoon. A full-length Technicolor movie, the picture will be shown to the 85,000 du Pont employees and their families, and later in the year will be made available for public showings.

Henry Schachte, national advertising manager, Borden Co., was named to ANA's board of directors, to succeed Howard M. Chapin, marketing director of the Birds Eye-Snyder division of General Foods Corp.

The ANA spring meeting was the largest ever held by the association, with 343 members registered.

'Kefauver-Type' TV Fare May Never Be Seen Again in U. S.

(Continued from Page 1)

critic reports the performance of an actor on Broadway."

"I feel this way," each of the witnesses said: "If the television industry wants me to aid in boosting the sale of television sets and the sponsors, saloons and restaurants want my aid in boosting their business, I am entitled to be consulted just the same as any other American amusement enterprise."

"I might say what is going on when I am brought in for cross-examination to be a performer for the television and radio industries, the beer, automobile, cigaret and cosmetic industries, which use television and radio to boost their sales and profit?"

■ Opening their statements, the witnesses noted that Senator Kefauver "mentioned the fact that the investigation by this committee aided the television industry."

"I am not an actor," each witness said, "and have no experience as a public speaker. I do not have any training to appear on television or talk through a microphone. The members of this committee and their lawyers have appeared on television many times, so I am at a great disadvantage, much like an amateur appearing with professionals."

Meanwhile, Senator Wiley has called on the Senate rules committee to consider the future of TV so far as Senate sessions and hearings are concerned, and a special subcommittee of the Senate committee on expenditures may include a TV rule in its report on reorganization of the Senate, now in preparation.

Some members feel the use of TV for reluctant witnesses in investigations must be curtailed, and that the Senate's sessions do not lend themselves to television. Senators say televising of committee hearings on legislation—as differentiated from investigations—would not be objectionable.

Drexel to Push New Soap

Drexel Laboratories, Upper Darby, Pa., in conjunction with its Wonder salve advertising, is introducing Wonder medicated soap. One thousand daily newspapers will be used weekly, and coverage will be made to all wholesale drug houses, chain drug warehouses, and to about 3,000 retail drug stores which have been selling Wonder salve. The advertising is being handled by L. E. Evons Advertising Agency, Drexel Hill, Pa.

Tele-Tone Prints Brochure

Tele-Tone Radio Corp., New York, has prepared a brochure, outlining the company's history, facilities, experience, etc., to acquaint the armed services with what the electronics manufacturer has to offer. The brochure also is designed for major contractors

who are on the lookout for sub-contractors for defense work.

Devon Appoints Evons Agency

L. E. Evons Advertising Agency, Drexel Hill, Pa., has been named by Devon Products Co. to handle a national campaign for Kevon, dietetic deficiency tablets.

the display sensation
that's creating a trend in point-of-sale advertising

open the door to compliments with Mengel furniture

displa-mobile
Trade Mark Reg. Pat. Pending

an amazing continuous motion display that requires

- no mechanical devices
- no counter space
- no floor space

for further information write to

BERGER-AMOUR STUDIOS 107 W. Wacker Drive Chicago 1, Illinois



BLANKET PROTECTION—Fiberglas products demonstration, a \$30,000 roving revee which has visited 112 cities in the past 18 months, was seen in New York last week by the Sales Executive Club. Included in the revee is a graphic demonstration of the effectiveness of Fiberglas insulating wool as a barrier to heat. An unbaked pie and a wool-wrapped ice cream container are placed in the oven; when removed, the pie is baked and the ice cream, stripped of the wool, is still hard.

Selling Ideas in Advertising Brings New Responsibilities, Sandage Declares

ATLANTA, March 27—The trend toward using advertising to sell ideas as well as products places a new and greater responsibility on the advertising man and the advertising industry, according to Dr. Charles H. Sandage, chairman of the advertising department in the school of journalism and communications, University of Illinois.

Discussing the role of advertising in modern society in the current issue of "Journalism Quarterly," Dr. Sandage says there is a need for newer concepts of ethics. "Those who devote their lives to the fashioning of language of persuasion and action," he observes, "should be ever conscious of the need for truth and honesty. A firm faith in what is being written, and a testing of that faith by all available evidence, should be cardinal guide posts for advertising men."

Pointing out that product differentiation is a natural outgrowth of a luxury or plentiful economy, Dr. Sandage believes some efforts to provide products with a difference have encouraged an increase in gadgets, frills and unneeded and often unwanted adornments. They have produced too frequent style or model changes in many commodities. They have perhaps tended to waste some resources and reduce total human satisfactions in a number of instances. "This," he says, "is one of the costs that must be associated with the competition for consumer favor."

and above that which would have been enjoyed by supra-marginal buyers at the old price."

"Journalism Quarterly" is published by the Assn. for Education in Journalism. Dr. Raymond B. Nixon, director of the division of journalism, Emory University, Atlanta, is editor.

RCA Backs Phil Harris

RCA Victor division of Radio Corp. of America, Camden, N. J., has started sponsorship of the "Phil Harris Show" (NBC). AM and TV sets, phonographs and recordings are being featured on the program, which is aired Sundays at 7:30 p. m., EST. J. Walter Thompson Co. services the account.

Schwartz Re-Opens PR Office

Gerald Schwartz has resigned as executive editor of AM, Miami Beach, Fla., newspaper, to re-open his public relations office at 235 Lincoln Rd., Miami Beach.

Florida Commission May Get \$700,000 More to Advertise

LAKELAND, FLA., March 28—The Florida Citrus Commission has the prospect of an additional \$700,000 or so to spend in promotion of its orange crop next season if the state legislature, which opens its biennial 60-day session next week, changes the citrus advertising levy as proposed by the commission.

The commission this season is spending about \$1,500,000 in its general advertising campaign (through J. Walter Thompson Co.) and the proposed increase could push next season's fund well beyond the \$2,000,000 mark, assuming a normal crop.

The legislature will get several commission-sponsored citrus bills, but only two of them deal with advertising tax changes. These proposals call for increasing the orange advertising tax from 2¢ to 3¢ (per one and three-fifths bushel box), and making the Temple orange a separate variety with a per-box tax of 5¢.

Temples account for fewer than 1,000,000 boxes of the approximately 65,000,000-box orange crop produced annually in the state.

■ The commission has recommended no change in the 3¢ levied on each box of grapefruit, the 4¢ on limes and the 5¢ on tangerines.

The total citrus crop next season (September 1951 to June or July 1952) will be in the neighborhood of 100,000,000 boxes, with oranges accounting for about two-thirds of the volume. Hurricane or freeze losses, of course, could cut this volume and reduce the advertising fund proportionately.

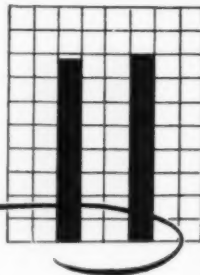
Open TV Spots Campaign

Orange-Crush Co., Chicago, and Chicago Beverage Co., Orange-Crush bottler in the Chicago area, have started a series of eight weekly TV announcements featuring Old Colony quart package identification. The ten-second spots are being telecast over WGN-TV, Chicago, and WBKB, Chicago, for 13 consecutive weeks.

WCBS Promotes Clardy

Lyman Clardy, a director of WCBS, New York, has been named manager of operations of the station. He replaces William Ellwell, who left to join the executive staff of WDSU, New Orleans.

In Buffalo Wholesalers and Retailers AGREE



★ 78% of Food Wholesalers and Manufacturers' Representatives name newspaper advertising as first choice for a promotion in this market.

★ at the same time 80% of Independent Grocery Retailers also select newspaper advertising as their first choice.

Both groups know that if you sell the News readers you sell the whole Buffalo market of over 1,400,000 people.

★ from a recent survey; write for your copy.

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

Drumming up sales



PROMOTIONS. Heinz knows that to be effective, a consumer promotion must be "promoted". And what's the best way to tell people about promotions? Why, on Outdoor Panels. For people see Panels when they're actually on their way to buy. You'll advertise your promotions most effectively

through GOA! General Outdoor Advertising Co., 515 S. Loomis St., Chicago 7, Illinois.

★Covers 1400 leading cities and towns



Wanted: Current, Up-to-Date Market Data for AA Readers

The fourth annual Market Data Section of ADVERTISING AGE will appear in the May 14 issue. The idea is to bring together, in one place, all possible market data issued by advertising media, trade associations and others.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, approximately 1,000 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 25,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1950, will be accepted.
2. It must contain market facts. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 20, 1951.

Market data material scheduled for publication before Sept. 1, 1951, will be listed in a "not yet published" tabulation, provided that a 100-word description of each such item reaches ADVERTISING AGE before April 20. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Market Data Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

Appoints Larry Nixon

Larry Nixon has been appointed to head the publicity-public relations department of Hewitt, Ogilvy, Benson & Mather, New York. He will continue to service his clients from the agency and will also continue as public relations consultant to the New York State Civil Defense Commission.

Dealer Group Signs Autry

Metropolitan Dealers' Assn. of Los Angeles, for Studebaker cars, trucks and services, has signed to sponsor a second run of the Gene Autry TV films over KECA-TV, Los Angeles, Tuesdays, 6:30-7p.m. The series includes 26 films. Willard G. Gregory & Co., Los Angeles, is the agency.



Industry Builds Prosperity for WORCESTER

Current industrial activity throughout the Worcester Market carries with it prosperity for 117,248, industrial workers and their families. These workers earn an average of \$66.93* per week in the 1,334 diversified industries within this prosperous market. The value added by manufacture in this area, ranked as the 22nd industrial county in the nation†, totals \$534,227,000.

WORCESTER IS THE 4th BEST TEST MARKET among the nation's population centers in the 150,000 - 250,000 population group.‡

WORCESTER'S WONDROUS TWINS

Industrious and prosperous, Worcester families are ready buyers of your products when you advertise consistently in the Worcester Telegram-Gazette. Daily circulation in excess of 150,000. Sunday over 100,000.

Sources:
*Mass. Dept. of Labor and Industries Jan. 1951
†Bureau of Census, June 8, 1949.
‡Sales Management Nov. Test Market Survey
All other figures from Census of Manufactures 1947.



2. intensive newspaper coverage

1. high buying power



The TELEGRAM-GAZETTE WORCESTER, MASSACHUSETTS

GEORGE F. BOOTH PUBLISHER

MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES
OWNERS OF RADIO STATION WTAG and WTAG-FM

Private Lines

How good can a program be? Up in St. Thomas, Ont., Station CHLO was requested by grocer sponsors of "Tello-Test," the syndicated Walt Schwimmer production, to "rearrange the times" of the program because "stores are virtually empty all morning while 'Tello-Test' is on the air" and "many of us find it necessary to bring extra help in each afternoon." CHLO reports it "cooperated" and now everyone is happy.

The agency grapevine says that the "more than \$2,000,000" in accounts which Tom Maloney brought into Cecil & Presbrey when Newell-Emmett Co. dissolved is now worth about \$4,000,000.

Among New York's more unique citizens is Daniel Pinzow, who is engaged in trying to erect a \$4,000,000 plastics plant in Metro-polis, Ill.—all on credit. So far, Mr. Pinzow has formed two corporations under Illinois law from his home in the Bronx, and obtained the cuffs services of an architect, accountant, lawyers,

printers and technical experts. He is trying to get office space in an agency in return for the advertising account—after the \$1,500,000 plant is built, the \$2,500,000 worth of machinery installed, and some of the 50 plastic items he blithely predicts start being produced.

The famous peace and quiet of Colorado Springs is likely to be disturbed. U. S. Bomb Shelter Construction Corp. has hung out its sign and is advertising bomb shelters.

An unusual subscriber to its TV rating service has been revealed by Jay & Graham Research. The Videocodex monthly report now goes to the Chicago Tribune.

Plans Pork and Beans Drive

Campbell Soup Co., Camden, N. J., will promote its pork and beans with a concentrated campaign from April 23 to May 6 over its "Double or Nothing" show on NBC and on "Club 15" over CBS. Retailer promotion will use the theme "Build Sales around Beans." To support point of sale

and radio, Campbell has scheduled space in Sunday comics sections in major cities. Ward Wheelock Co., Philadelphia, is the agency.

Names Strauss Sales Head

Modern Packagings, Dallas, has named Ted H. Strauss, formerly vice-president and commercial manager of Station KIXL, Dallas, to direct the sales and promotion of its national Martha Page Gift Wrap Service.

Airmaid Appoints Taylor

Airmaid Hosiery Mills, Dallas, has appointed J. B. Taylor Inc., Dallas, as its agency. Simmonds & Simmonds, Chicago, formerly serviced the account.

FREE COMPREHENSIVE LAYOUTS!
A brand new kind of art and design service — organized for quick accessibility — not stock material but modern art that enables users to CREATE smart and original printed materials. Send now for free layouts and sample issue.

multi-use the **Clipper**
THE ONLY ORGANIZED ART SERVICE
Learn how leading industrial concerns, printers and lithographers, advertising agencies and many others are using this totally new method for the preparation of more effective printed matter. Write, right now!

multi-ad agencies, inc., 105 Walnut St., PHOENIX, ARIZ.
CREATORS OF MULTI-USE TOOLS FOR BETTER OFFSET LAYOUT AND COPY

whatever you do...

DON'T OVERLOOK NORTH DAKOTA!

Things are happening out here too. In 1950, North Dakota ranked first in flax production... first in durum wheat production... second only to Kansas in total wheat output. Gross farm income averaged \$9,000 per farm. North Dakota is an important market, best sold through one medium—the NORTH DAKOTA DAILIES—reaching nine out of every ten farm and city homes.

THE NORTH DAKOTA DAILIES

1951
DAILIES
MINOT DAILY NEWS
VALLEY CITY TIMES-RECORD
BISMARCK TRIBUNE
DEVILS LAKE JOURNAL
THE FARGO FORUM
GRAND FORKS HERALD
JAMESTOWN SUN
MANDAN DAILY PIONEER

Many Media List Shifts Reported at ANA Meeting

24 of 46 Industrial Advertisers Changing Media, Rowe Reports

HOT SPRINGS, VA., March 29—Out of 46 industrial advertiser members of the Assn. of National Advertisers who answered a ques-

ANA Meeting

tionnaire on whether they are making any media changes due to product shortages, 22 reported no change and 24 reported a variety of changes, ranging from shortening of lists to that of lengthening lists to embrace new fields.

Reporting the results of the study at an industrial session of the ANA here this morning, H. T. Rowe, advertising manager, International Business Machines Corp., summarized the study this way:

"Those who reported no change said they wanted to continue to develop and expand markets despite short supply; to keep the company name and product before the public.

"A few indicated that if they made changes, they might switch from trade publications to general business papers; that any change would be to secure better coverage of prospects, or to give greater concentration in high priority markets.

"Twenty-four companies reported changes. Nine added media, either to extend trade publication campaigns, to obtain coverage in new potential markets, to broaden the scope of existing business executive series, to reach both the industrial and home owner audience, or to develop 'special fields.'

"Budget figures varied from increases up to 20% to reductions of the same percentage. But in general it would appear that 1951 expenditures are equal to or greater than 1950, funds saved in one medium being reapplied to another.

"Major copy changes included:

"1. Eliminating inquiry-pulling ads.

"2. Switching from product to institutional copy.

"3. More educational copy, explaining shortages and telling customers how to use the product more effectively.

"4. Adopting layouts with distinctive recognition features. Permitting advertising more than one product in the same general format."

■ Following the report, R. D. Mossman, manager of advertising, Jones & Laughlin Steel Corp., and M. J. Hooker, advertising manager, Dow Chemical Co., debated the wisdom of changing media because of product shortages.

Reporting that his budget this year was cut 11% below last year's, and that with increased costs of 12% his effective advertising budget has actually been cut 23%, Mr. Mossman insisted that only concentration in fewer media could accomplish the desired objective.

"We took a good look at our vertical papers and decided to make a drastic change," he said. "We decided to adopt the theory of concentration rather than scatteration. We whacked our list from 40 papers to eight. We picked only the leading papers in the markets we wanted to cover.

"We determined these papers not on ABC statements or salesmen's presentations, but on their record as producers of quality inquiries and sales for the various J&L products advertised during the past four years...

■ "In vertical papers we increased our schedules. Actually we reduced our trade publication advertising 26% but increased our

messages in what, in our opinion, are the leaders... We bought four-color bleed spreads in *Business Week*, *Time* and *U. S. News & World Report*.

"In order to do this we had to sacrifice a consistently regular and frequent schedule of single-color, 7x10" pages, and reduce continuity from a mixture of spreads and bleed singles with an irregular schedule.

"In other words, we took a tip from the consumer goods boys. We consider these weekly news information magazines the backbone of our prestige building and product selling job. Incidentally, we sold this program to our bosses."

■ In direct contrast, Mr. Hooker reported that Dow Chemical believes its long range advertising purpose to be to hold and improve its sales position and to protect and expand its market potential.

Thus, he said, "the necessity for keeping our media picture functionally the same becomes obvious. If we have been slanting our advertising to the proper people in the past, we can only presume that our equities in those people will be lost if we were to shift to new media and hence to new audiences.

"Although we have developed an equity in those audiences which are of interest to us, we feel that we have never purchased the full audience. While people in the audience shift around and change, the functions do not. One of the consistent misuses of advertising is that of inconsistent advertising—not enough, long enough, in the same place enough.

■ "If the scenes of purchasing influences shift, as they are sure to do for a while, the functions of buying do not alter, and, therefore, are available to us through our continued use of the same media..."

"We must continue to identify our interest in three groups—the various publics which influence our existence—the business community—and specific industries—in order that these three groups will continue to identify their interests with ours.

"For within these three groups lies the protection and expansion of our market potential. For some time we have been appealing to these groups. It remains for us to strengthen our hold on them. This cannot be accomplished by shifting audiences."

At the start of the industrial

..... *first again for*
the first quarter.....

in 1949... again in 1950...

and now for the first quarter 1951
over the same period 1950

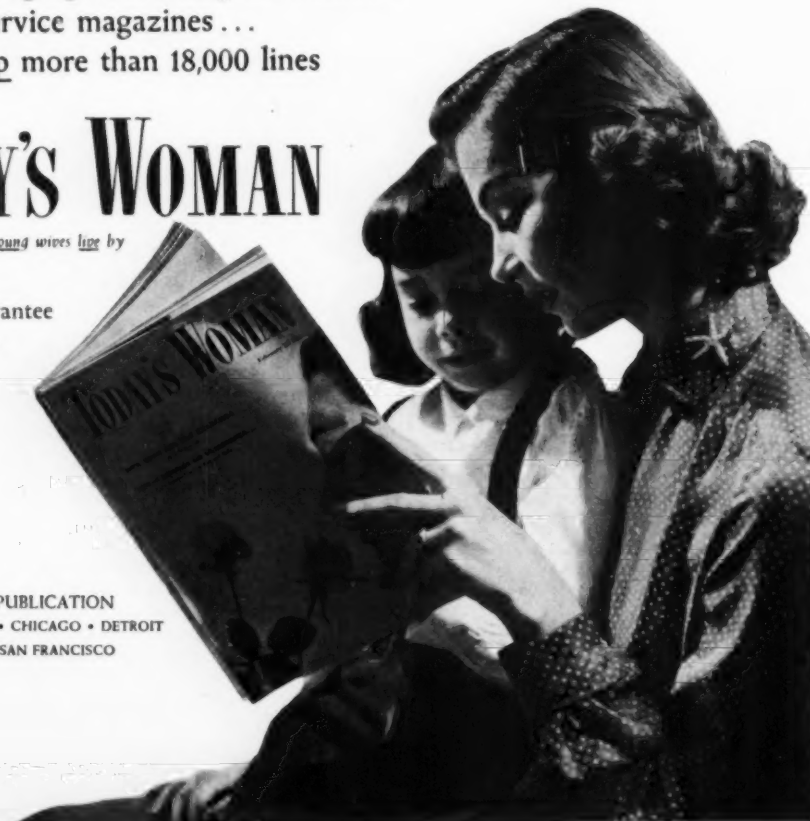
TODAY'S WOMAN is first in advertising
linage gains among all women's
service magazines...
up more than 18,000 lines

TODAY'S WOMAN

the magazine young wives like by

(circulation guarantee
1,100,000)

A FAWCETT PUBLICATION
NEW YORK • BOSTON • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO



READ...

**What to do About
that DAMP Cellar
—If You Have One!**

A review of those many causes of basement condensation and how to correct them can make interesting rumpus room conversation. Read about it.

April
Issue



**"PRACTICAL
BUILDER"**

3 South Wabash Ave., Chicago 3

session, four industrial advertising managers reviewed the manner in which they had used advertising devices and programs to help educate and inform users of their products, to increase productivity, lengthen tool life, etc.

These guides to what can be done when product selling is out were presented by Arthur R. Tofte, director of advertising, Allis-Chalmers Mfg. Co.; Raymond C. Helbig, advertising manager, Greenfield Tap & Die Corp.; Russell A. Reed, director of advertising, Norton Co., and Henry W. Leland, apparatus department, General Electric Co.

H. F. Taylor, plant promotion manager, Scott Paper Co., explained how his company uses the facilities of the advertising department to do an effective employment relations and plant management job, and R. P. Wagner, advertising manager, industrial divisions, Westinghouse Electric Corp., presented a humorous skit in which he showed how the advertising budget is sold to "Mr. Brass."

■ Giving a reasonably accurate picture in dialog form of how the Westinghouse budget is actually presented to management, Mr. Wagner said:

"We didn't bury ourselves in figures and details—we sold the reasons why we have to do a leadership, advertising and sales promotion job this year, and in the years ahead. Our brass bought these fundamentals; so did our budget administrators; so did our sales managers. And after they bought those fundamentals, they couldn't help but approve the increased budgets.

"Too often in times like these, I think we advertising people get jumpy—spend our time thinking about new functions our departments can perform. But we're marketing men, not ink and paper experts. We all may be a little over-ordered—but none of us is oversold."

A brief discussion of uses of the business paper readership study in evaluating industrial advertising was also included in the session, with emphasis being placed on the value of the studies in selling management on the value of business paper advertising.

'Teen-Agers Can Get Plastered on Hadacol,' Says Village Official in Restricting Sales

(Continued from Page 1)

in the content of Hadacol advertisements. While the legislators did not attempt to outlaw Hadacol ads, the lower house, by a voice vote, adopted a resolution urging the company to refrain from using testimonials of children in its advertisements.

Despite the seriousness of the threats, Sen. LeBlanc told the Advertising Club of New Orleans that he was about to launch the largest ad campaign in the history of Hadacol.

"We are going to spend \$1,000,000 advertising Hadacol in the month of April," he told the club at the climax of his speech.

Mac D. Hedrick, assistant to LeBlanc, revealed that the gigantic promotion will use newspaper, outdoor and radio advertising, placed through Majestic Advertising Agency, Houston. A four-page tabloid mailing piece currently is being sent to wholesale and retail drug and grocery outlets, plus newspaper and radio stations merchandising the campaign.

MEDICAL ASSOCIATION SLAPS AT HADACOL

CHICAGO, March 30—The *Journal of the American Medical Assn.* editorially placed a crown of thorns on the makers of patent medicines in its current issue.

Last Minute News Flashes

Waddell and Bonyun Leave Dorrance-Waddell

NEW YORK, March 30—Eugene Waddell, executive vice-president, and William Bonyun, director of marketing, Dorrance-Waddell Inc. (formerly O'Brien & Dorrance), have resigned, effective immediately. Mr. Waddell and Mr. Bonyun, who did not give reasons for their action, said they will announce their future plans next week.

Dorland's Deutsch Forms Own Company

NEW YORK, March 30—Herschel Z. Deutsch, formerly vice-president and director of the package goods division of Dorland Inc., has formed Herschel Z. Deutsch & Co., at 575 Madison Ave. The company, which will specialize in packaging accounts, reportedly has six accounts, including Gaylord Products Inc., Sulfur-8 Chemical Co. and M. J. Breitenbach & Co.

Water Repellant for Worsteds, Rayon to Bow

NEW YORK, March 30—United Piece Dye Works breaks the first of a series of ads April 2 in *Time* to promote the merits of its Unisee-process, a new water-repellant, wrinkle-resistant treatment for worsteds and rayons. Other media to be used include *Life*, *May* 28, and *Esquire*, *New York Times Magazine* and *Vogue* starting in May. Fractional pages are being planned for irregular insertions through the remainder of the year, in addition to business paper advertising. Levine, Mervin & Jesse is the agency.

Buck Leaving FC&B; Other Late News

● Gordon Buck, administrative assistant to Fairfax Cone and executive assistant to Foote, Cone & Belding's operating committee, will leave the agency on April 1. He told AA that he "has no plans for the immediate future." Before joining FC&B five years ago, Mr. Buck operated his own media measurement service, and prior to that was associated with C. E. Hooper Inc. From 1939 through 1945 he was vice-president of Industrial Surveys Co.

● A. C. Nielsen Co. last week signed contracts with American Broadcasting Co. and National Broadcasting Co. for its radio index. Now ABC, CBS, Mutual and NBC have all agreed to new contracts at increased fees.

● Movie producers and other organizations which have violated the anti-trust laws will have tough sledding before securing approval of TV applications by the Federal Communications Commission, according to a new FCC policy declaration. The commission said that movie producers have been reluctant to offer their films to video stations because of possible competition, and suggested that they might treat their own TV stations in a similar manner. The FCC bluntly suggested that movie producers might find it profitable to liberalize their policies on movies aired via television.

● F. M. Simmonds Jr., founder of Simmonds & Simmonds, Chicago agency, in 1908, has resigned as executive vice-president.

● Negotiations were continuing as AA went to press for the acquisition of American Broadcasting Co. by International Telephone & Telegraph Co. News of the prospective deal, which reportedly involves an exchange of stock, leaked out in midweek. In the fall of 1949, when Edward J. Noble, chairman of the board of ABC and majority stockholder, was negotiating with 20th Century-Fox for the sale of the broadcasting and telecasting company, the asking price was said to be \$25,000,000. ABC has 10 owned and operated stations—five radio and five television.

● Colgate-Palmolive-Peet Co., Jersey City, which sponsored Steve Allen last year in a summer radio show, may be the comedian's first network TV backer. Mr. Allen, the latest "find" in the CBS stable, is starred in a Monday through Friday mid-day telecast.

thought that the promotion is not his problem. If he has any sense of moral obligation to those who turn to him in trust, he will not disclaim responsibility but instead will be eager to assume it."

Rike-Kumler to Use TV

Rike-Kumler Department Store, Dayton, has begun sponsorship of a new television show, "Shopping with Cornelia," on WLW-D, Dayton, 1-1:30 p. m. daily. The show will be presented from a permanently built television studio on the ninth floor of Rike's. The show's format centers around Rike's personal shopper, "Cornelia," who will act as mistress of ceremonies. Television screens will be placed on all floors to enable shoppers to take advantage of the TV sale features of the day.

Cigogne Sets Campaign

Cigogne Inc., New York, importer and distributor of Sortilege perfume, has scheduled ads in the April 15 *Vogue*, *May Harper's Bazaar* and *June Town & Country* for Sortilege. The theme of the drive is built around the owners of the business, Arthur Godfrey, Morton Downey, Steve Hannagan and Sherman Billingsley. Lawrence Boles Hicks Inc., New York, is the agency.

Poyntz Names Rafelman

G. A. Rafelman, formerly production manager of Alfred R. Poyntz Advertising, Toronto, has been named account executive. Don Baird, formerly assistant to Mr. Rafelman, succeeds him as production manager.

ABC Offers NBC Afternoon Sponsors Inducement of \$1,000,000 Promotion



PRICE STRESS—Phenix Pabst-ett Co. will run this two-color page in *Look* May 8, plus ads in women's service magazines, emphasizing price bargains. Outdoor will be used later for Salad Bowl dressing. Needham, Louis & Brody, Chicago, is the agency.

TV Stations Begin to Make Real Money

WASHINGTON, March 29—A preview of financial data for TV and radio released by the Federal Communications Commission today showed that TV was rapidly climbing out of the red in 1950—and apparently without damage to aural radio.

In reports filed with FCC, the nation's four networks and 106 TV stations (one did not file) showed sales aggregating \$105,800,000 compared with \$34,900,000 in 1949. Fifty-four stations operated profitably—eight with earnings before taxes in excess of \$400,000.

Largely as a result of TV, network income climbed from \$124,600,000 to \$161,500,000. TV, now pulling about 50% as much as radio for the networks, brought in \$55,000,000 in 1950, compared with \$19,300,000 in 1949. Radio increased from \$105,300,000 to \$106,500,000.

Network-owned TV stations—there are 14 of them—showed a profit of \$1,500,000, but the networks said their loss on TV networking operations amounted to \$10,500,000. For all TV and radio operations, networks showed a profit before taxes of \$9,600,000 in 1950, up 50% from 1949.

New Agency Net Being Organized

LOS ANGELES, March 28—Incorporation of a new non-profit corporation, National Federation of Advertising Agencies, will be announced in a mailing to a select list of agencies in some 30 cities this week.

Formed by Byron H. Brown, Byron H. Brown & Staff, and Ellsworth Ross, Ellsworth Ross Agency here, the organization is intended to meet what is described as a need for a new agency network. Membership will be open to "small and moderate-size agencies whose principals can demonstrate their competence, ethics, financial ability and desire to cooperate."

In the presentation, the new network is described as meeting the need for such an organization in many cities which are now closed to agencies due to the exclusive nature of memberships by trading areas of presently established networks. The same restriction will apply to NFAA membership.

Bert Ray Names Anne Long

Bert Ray Studios, Chicago, art direction, design and typography, has named Anne E. Long to its staff.

NEW YORK, March 30—American Broadcasting Co. this week added another inducement in an effort to get National Broadcasting Co.'s afternoon radio sponsors to switch to ABC. The offer: a \$1,000,000 promotion campaign.

American began making a big play for NBC's afternoon schedule of programs a couple of weeks ago (AA, March 26). The network promised a \$1,000 contribution toward program costs, a contiguous time rate (25% of the full-hour one-time rate) and reminded advertisers of its 45% annual discount.

At week's end, advertisers who received the bid through their agencies were still considering the proposal. Comprising the list are Procter & Gamble, Campbell Soup Co., Sterling Drug, General Foods, General Mills and Whitehall Pharmaceutical Co. Together they fill the 2 to 6 p. m., EST, period, Monday through Friday on NBC. There are no network sponsored shows on ABC during this period.

■ None of the advertisers involved has yet given a formal answer to ABC. Typical reaction this week came from Whitehall, which commented: "We are interested in ways to save a little money. We are investigating the proposal, but haven't made a decision."

Like the first overture to the NBC sponsors, ABC's blueprint for advertising the block, if it moves, was outlined to agencies via letters—some of which were personally delivered.

Set up on a 12-month schedule, the advertising drive was described in detail. Among the media to be used: magazines, newspapers, ear cards and, of course, radio.

P&G SIGNS FOR ABC'S PYRAMID; ALSO ON CBS

NEW YORK, March 30—First advertiser to sign for American Broadcasting Co.'s new pyramid plan of radio sponsorship is Procter & Gamble, which also bought a new daytime serial and newscast on ABC and a nighttime newscast on CBS.

ABC's pyramid plan, like NBC's Operation Tandem, permits an advertiser to spread his radio dollars over several shows, on which he gets a one-minute commercial.

Available for sponsorship on this basis are "The Sheriff," "Fat Man" and the 8 to 8:30 portion of "Stop the Music," according to Charles Ayres, national director of radio sales. An advertiser can participate in all three for \$13,500 weekly. This gives a company advertising on three shows for less than many sponsors pay for a single half-hour broadcast.

■ P&G's pyramid sponsorship will include participations on "Stop the Music" and "The Sheriff" for Ivory soap, through Compton Advertising. This agency also will handle the twice weekly five-minute newscasts on American.

"David Amity," broadcast Monday through Friday from 11:15 to 11:30 a. m., EST, was placed through Dancer-Fitzgerald-Sample for Dref and Oxydol and Pedlar & Ryan for Camay soap.

Starting April 3, P&G will carry a five-minute newscast three times nightly over CBS. This also is for Ivory soap through Compton.

Ideal Names C. W. Fuller

C. W. Fuller, formerly advertising director of the Fawcett Women's Group, has been named director of advertising for Ideal Women's Group, New York. Mr. Fuller for 13 years was ad director of Street & Smith publications.

First Canadian Daily to Top 400,000

TORONTO DAILY STAR

Now 403,227
(Copies Daily)
Pub. Statement ABC Sept. 30, 1950

Now more than ever your ONE newspaper advertising buy

88 KING ST. WEST, TORONTO
IN MONTREAL - UNIVERSITY TOWER BLDG.
IN U.S.A. - WARD-GRIFFITH INC.

Along the Media Path

• The Catholic Press Assn. has published its 1951 edition of "Catholic Press Directory," listing 133 Catholic newspapers and 288 other periodicals published in the U.S. The volume is priced at \$5, although a limited number of copies have been made available gratis to recognized agencies. The association's national office is located at 120 Madison Ave., New York 16.

• The Milwaukee Sentinel has prepared an interesting folder describing its real estate "photo ads." The paper's photographers take shots of homes included in the real estate listings and the ad staff assists brokers in preparing brief property descriptions.

• As part of its year-round promotion campaign, Station WJW, Cleveland, has resumed publishing its own schedule of programs and availabilities.

• Teen-agers read more than just the comics in the South Bend Tribune, according to a readership study conducted by the paper in cooperation with high schools in South Bend and Mishawaka, Ind. The study lists the amount of time teen-agers spend in reading the paper and the interest in various stories and ads.

South Bend has been named the winner of the 1950 Community Relations award of the National Conference of Christians and Jews, and has been selected as the city where eight German guests of the Department of Labor will study patterns of American industry, business, education, agriculture and human relations.

• Periodicals published by Publishers Digest Inc. henceforth will carry a one line editorial theme, which reads: "Printed in the U.S.A., Thank God!"

• The New York Journal of Commerce has put its "Controls Guide" service on a weekly basis with the publication of its latest "master edition," showing government restrictions now in effect on 1,697 different products and services.

The edition also contains a digest of 82 control regulations and their amendments. The "master editions," issued at six-week intervals, henceforth will be supplemented by weekly "bulletin summaries."

• "Man Stuff" is the title of a new 12-page folder issued by Popular Homecraft. The booklet contains thumbnail biographical material on the publication's staff of editorial writers—men who write, the publication declares, for its "completely adult male circulation."

• The Cincinnati Times-Star believes it has just set a new record, carrying 38 full pages of three-color ads on 23 days within a 42-day period ended March 21.

• The Herald, New Britain, Conn., has just received a building permit for the construction of a new \$208,000 plant at the corner of Chestnut St. and Corbin Pl., New Britain.

• National Provisioner will use an unusual promotion gimmick in its booth at the National Independent Meat Packers Assn. convention in Chicago later this month. A moving shark's jaw will be suspended at the back of the booth, with copy reading: "Take a good healthy bite out of your problems—read the National Provisioner." And the publication's staff will hand souvenir shark's teeth to passersby—in envelopes, of course, and with appropriate copy.

• National Broadcasting Co. has published a new coverage map and market data tabulation for all cities covered by its television network. The map shows geographical coverage on the basis of 1/10th millivolt signal intensity contours—plus the proportion of families in each state within service range of NBC-TV stations. Copies are available from the network's sales planning and research department in New York.

• After three months of publication, Everywoman's has boosted its circulation guarantee 50%—



OPEN HOUSE—Receiving guests at the formal opening of McCall's new suite of food kitchens and appliance test rooms at 230 Park Ave., New York, are (left to right): Mrs. Elizabeth Herbert, household equipment editor; Marvin Pierce, president of McCall Corp.; Helen McCully, food editor; Otis Lee Wiese, editor and publisher, and Camille Davied, executive editor.

from 1,000,000 net paid to 1,500,000 (annual average single copy sales)—effective with the September, 1951, issue.

• American Artist this year is converting its June edition into a special summer issue and simultaneously will boost its normal distribution of 35,000 to 50,000 copies. The additional 15,000 will be sent to art departments of all magazines and newspapers and to commercial studios and agencies in the 25 largest cities.

• Retail ad managers and agencies on the New York Herald Tribune mailing list recently received an unusual promotion piece consisting of two capsules, described as "sedatives for restless advertisers." In the first capsule was a description, in verse, of Lewis & Conger's "sleep shop." In the second was a poem describing how the sleep equipment department, which places 75% of its advertising in the Herald Tribune, had doubled volume in the past five years.

• Station WBBM, Chicago, succinctly outlines radio's stand on rates and value received in the latest issue of the "WBBM Showman."

• "A is for Advertising," says Electrical World in a new promotion piece with that title. The 12-page folder, subtitled "A Media Primer," highlights the distinguishing features of business paper advertising and outlines the problem of business paper evaluation.

• "Products Move when Shown in the Companion" is the title of a new 12-page promotion piece published by the Woman's Home Companion. The booklet contains examples of unusual retail tie-ins.

• The May issue of Better Living contains 100 pages, of which more than 40 are devoted to advertising. The issue, Better Living contends, is the largest first issue in the history of food store distributed magazines (1,550,000 copies) and the ad revenue—\$214,011—is said to be the largest sum ever invested in the first issue of any magazine.

King Buys 'Implement Record'
King Publications, San Francisco, publisher of Western Construction and Western Industry, has acquired Implement Record, farm equipment dealer magazine, from Osgood Murdock, owner and publisher. Mr. Murdock will continue as editor of the publication, whose headquarters are at 609 Mission St., San Francisco 5. Dorothy Pederson, advertising manager of Implement Record, also will join King Publications.

'Boys' Life' Names Fish
Chet Fish has been appointed editor of Boys' Life's shopping section, "Browsing for gifts and gimmicks." He replaces Roy Gallant, who is entering military service.

Interstate Sets Radio Show

Interstate Bakeries, Los Angeles, has signed to sponsor the new Frederick W. Ziv radio drama, "Bold Venture," over Station KFI, Los Angeles, for its Log Cabin bread, starting April 19, 6:30-7 p.m. Interstate also sponsors radio and TV versions of "Cisco Kid." The radio program is aired on the Don Lee regional network, over KYUM, Yuma, Ariz., and KCOY, Santa Monica, Cal. The TV versions are aired from KNBH, Los Angeles, and KFMB, San Diego. Dan B. Miner Co., Los Angeles, is the agency.

Offer Nine-Week TV Course

Starting April 4, Golden Gate College, San Francisco, and the San Francisco Advertising Club will jointly sponsor a new nine-week course in the production of television commercials and dramatic writing. Enrollment is limited to persons having previous experience in advertising, radio, television or related work. The tuition fee for the course is \$25.

Are You Doing Your Share to Cause Understanding of U. S. A. Freedom?

Advertising and public relations men can promote understanding of what makes our nation "tick" as no other group can. You can help your employees, your associates, your clients and their employees to understand the basic principles of our republic. You can do your share to teach the truth about our private competitive enterprise system.

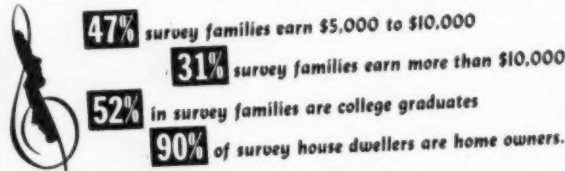
Building A Strong America
(Reading time 1 hour)

It is a packet of six basic leaflet messages explaining the relation of people and profits and what builds your prosperity and mine. The packet contains specific pamphlets regarding (1) agriculture—(2) the motor vehicle industry—(3) the petroleum industry—(4) your prosperity and mine and individual industries vs all family income—(5) "People and Profits—how individual incentive and competition "pay off." Why not send for several of these packets. See how the inter-relationship of industry and agriculture brings prosperity to our homes in this capitalistic republic of U. S. A. freedom.

Single copies only 15c; two for 25c, ten packets for \$1.00. Send today for your copies to

Public Services Division, The Byron G. Moon Company, Inc., 401 Broadway, New York 13, N. Y.

GET FACTS NOW ON THE WFLN AUDIENCE PROFILE SURVEY



FACTS PROVE WFLN that in Philadelphia *insures YOUR QUALITY AUDIENCE*

SEND FOR YOUR WFLN AUDIENCE PROFILE STUDY NOW...



Complete facts on 46.6% return from 3776 mailed 71-question questionnaires.

Pinpoint your select market advertising in Philadelphia to the power-packed audience covered by Philadelphia's FIRST station for fine music and news. Pulse count (July 1950) estimates 90,000 listeners. Program Guide sales show increase of 40% since July 1. Survey respondents report 22.5 hrs. average weekly listening time. Survey audience facts now available on Banking, Insurance, Automotive, Vacation, Travel, Retail Buying, etc.

95.7 MEGACYCLES FM 20,000 WATTS



FOR TIME AND RATES WRITE DEPT. 8
GET FACTS NOW ON THE WFLN AUDIENCE PROFILE SURVEY

De Voto Levels Bitter Attack at Advertising

(Continued from Page 1)
capitalism—production for use—and now propagates the heresy of production for sale.

■ Advertising he castigates as a cult, a system of magic, practised by magicians, witch doctors, sorcerers and shamans. And magic, he says, is a false theory. Moreover, the basic theorem of advertising magic is that "the customer is simple-minded." Advertising, as the principal spokesman for business, indulges in "mendacity, imbecility and bilge."

Mr. De Voto, a Harvard Phi Beta Kappa, and the author of many books, would have manufacturers resume production of honest merchandise and leave off advertising "mysterious ingredients," "secret processes," "imaginary medical testimony," "fictitious fatalities to non-existent rats." Also, such other "advertising rituals" as "statistics prove," "research establishes" and "a poll of experts shows."

"When the witch doctors advertise the product," he goes on, "what they put to work is mythology. How advertising gets sales is not in any acceptable sense known."

■ "Your agency knows that people buy advertised goods and it has amassed a bulk of data and subjected them to pseudoscientific manipulations. But it does not know whether the data are adequate or dependable or even relevant to what forces are at work, or what may have been left out of account. Yet it makes the typical claim of the soothsayer that it can explain human motives and control human behavior."

Mr. De Voto's Sunday punch—the allegation that business turns out short-lived products so customers must soon replace them—follows this brisk flurry.

"An oil burner...breaks down every cold spell. Six months ago he [the scholar—Mr. De Voto's article, "Why Professors Are Suspicious of Business," is supposed

to reflect a fairly common attitude in the academic world] replaced a wall switch that had lasted a good many years; the new one is already worked out. The typewriter he bought two years ago is more dilapidated than its predecessor was after 15 years of use...

■ "Blotters do not absorb ink. The fountain pen has never yet become a writing instrument—it is quite accurately taxed as jewelry—and for the steel nib that is a writing instrument, business no longer makes a penholder that will grip it without wobbling. Filing cabinets wear out faster than the; used to, so do flashlight bulbs, so do radio tubes, and evidently the manufacturers of razor blades all wear full beards."

"How are we to account for these phenomena?," he asks, and wonders whether wartime adulteration and substitution did not accelerate an already existing tendency toward degrading products with an eye to the need for quick replacement.

Mr. De Voto's early hypothesis alleged against business "only the mild stupidity of credulously accepting a system of magic." Now, however, he would construct a hypothesis "that would explain the system of magic as used intentionally to support a business policy of lethal stupidity."

■ Mr. De Voto bows deeply in the direction of Detroit, hailing the auto industry as "the most expert and virtuous of American businesses, a glory of our culture, and a vindication of capitalism. It makes the most honest product, gives the consumer the greatest proportionate value, steadily improves its goods..."

But the accolade does not extend to the auto industry's ad agencies, which Mr. De Voto appraises thusly:

"...Do the witch doctors keep Detroit from making a still better car? The scholar wants the hood lowered so he can see his right hand fender; the witch doctors give him a tumorous swelling that conceals it further. He wants the blind spot at the driver's left reduced; the shamans order its angle widened so that they can advertise a cowl copied from a cocktail bar."

■ "He wants improvements that



MERCHANDISING—Everywoman's magazine uses specially designed store racks to tie in a grocery product with its monthly feature on groceries. Shown is the April issue, featuring chocolate desserts, with an extensive display of Walter Baker cocoa and chocolate products.

the engineers could give him off-hand, such small ones as effective windshield wipers, such important ones as tolerably glareless headlights; what he gets instead is gewgaws from the Museum of Almost-Modern Art.

"He believes that mechanical evolution would make automobiles progressively stronger, safer and more economical to operate if its course were not clogged with the cult's fetishes. The cult has informed management that he is a 12-year-old who wants a Roy Rogers signal gun."

Advertising, Mr. De Voto insists, decided during World War I that consumers have the minds of children—and has never reexamined that conclusion. Mr. De Voto said this decision was based on the first large-scale use of intelligence tests, by which the Army found the average IQ of soldiers to be a mental age of 12 years. "The witch doctors of the advertising cult took the metaphor to be a mathematically exact statement..."

■ "When the housewife sets out to buy a kitchen knife," continues Mr. De Voto, "she wants one she can cut with. Advertising voodoo substitutes one with a blade so shiny she could make up her lips by it, and a handle painted blue on the theory that squaw like-um pretty beads in tepee."

"Voodoo offers her a meat grinder whose handle has been streamlined to reduce air resistance. It designs her electric iron to resemble abstract sculpture. It affixes a red light to her vacuum cleaner so that she may know it is in use when she is cleaning a rug with it. The shamans have said that without a red light she would buy a broom."

"Business," asserts Mr. De Voto, "has completely subverted the product and frustrated the consumer." Moreover, "the explanation appears to lie in the tribal magic."

■ Holding the function of business to be the manufacture and distribution of honest goods, Mr. De Voto charges that business could turn out better products than it does.

"Household goods have the least integrity: cutlery, house hardware, furniture, fixtures, gadgets, appliances, the heavier machines. Here business regularly forces on the consumer products of lower quality than it knows how to make."

"Considerably higher in the scale come such things as glassware, crockery, leather goods, goods used for decoration, products

of art and handicraft.

"Still higher are goods made for sports, games, hobbies, recreation and, in general, life's private pleasure."

■ Mr. De Voto believes "he gets an honest—if overpriced—product when he buys, say, a camera, fire-arms, binoculars, golf or tennis equipment, musical instruments."

But, he adds, "at no level does there seem to be genuine correspondence between price and value, and at all levels the quality is below what...it ought to be. The differences between butcher knives that sell for \$1, \$3 and \$5 are chiefly differences in polish and ornamentation. None of the knives performs well the function it is supposed to."

BORTON BLASTS DE VOTO

NEW YORK, March 30—Charges leveled against business and advertising agencies by Bernard De Voto in *Fortune* are wide of the truth, according to Elton G. Borton, president of the Advertising Federation of America.

"If Mr. De Voto presented the real thinking of any large percentage of educators in his indictment of business and advertising," Mr. Borton said in a statement to AA, "I would be alarmed. But I am convinced from surveys and many personal contacts that his bitter phrases represent only a very small percentage."

■ "Nor is his indictment of the advertising agency any nearer the truth. Most advertising agency men (I grant there are a few exceptions) are sincerely, thoughtfully working to serve both business and the public. They have also no such influence or control over the manufacturer and his products as the [De Voto] article assumes."

"Incidentally, Mr. De Voto uses in his article exactly the same tactics that he charges against advertising — sophomoric accusations and sensational exaggerations to attract mass attention."

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, was unavailable for comment.

To Introduce Sample Book

W. C. Hamilton & Sons, Miquon, Pa., manufacturer of Hamilton business papers, will introduce a new comprehensive sample book at the National Paper Trade Assn. convention in New York. The book is designed to aid printers, graphic arts designers and advertising agencies, by offering comprehensive paper information together with ease of reference and easy-to-read descriptions of sizes, weights, etc.

Zion Candy Names Ballin

I. Robert Ballin, formerly director of public relations of Thriftway Stores Inc., Des Moines, and before that director of sales of Kungsholm Baking Co., has been appointed by Zion Industries Inc., Zion, Ill., as general sales manager of Zion Candy Industry.

GE Transfers H. K. Smith

H. K. Smith has been named manager of the marketing services division of the electronics department of General Electric Co., Syracuse, N. Y. He had a similar position in the commercial equipment division.

Snader Names Fischler

Snader Telescriptions Sales Inc., Beverly Hills, Cal., has named Alan Fischler, formerly coordinator of daytime operations for Station KNBH, Los Angeles, as West Coast sales representative, effective April 15.

Caples Moves L. A. Office

The Los Angeles office of the Caples Co. has moved to new and larger quarters at 301 S. Kingsley Dr.

YOU DID IT AGAIN!



selling to more than
1,300,500
growing
families!

Join the national advertisers who enjoy the profitable patronage of America's Catholic buyers, through the *Our Sunday Visitor*—Register Unit... the established Catholic weeklies they read and enjoy.

These larger-than-average families hold *Our Sunday Visitor* and *The Register* responsible each week for providing accurate, world-wide news and information features on religious matters—part of their very lives!

How can you miss? . . . when more than one million growing families find merchandise they need and want advertised attractively in the nation's most widely read Catholic publications?

There's only ONE way to know. Plan a trial campaign now to reap the benefits of selling to the heart of the Catholic buyers market.

Send for the facts! Your letter, wire or call will speed factual information to your office without obligation. There's nothing so convincing as proof!

1,389,848
WEEKLY CIRCULATION

OUR SUNDAY VISITOR
REGISTER UNIT

ADVERTISING REPRESENTATIVE
C. D. Bertolet & Co., Inc.
30 N. Dearborn St., Chicago 2, Ill.



Ad Beyer
Says...

Hundreds of Space Buyers
Can't Be Wrong

Month after month, year after year, advertisers consistently buy enough space in the *Rockford Morning Star* and *Register-Republic* to place them in the **First Fifty** of all the newspapers in the United States and Canada.
*Source — Media Records "First Fifty" Reports

127,445 A. B. C. CITY ZONE

AT THE TOP IN ILLINOIS

ROCKFORD

Best Test City in the Mid-West

A. B. C. RETAIL TRADING ZONE 595,390

ROCKFORD MORNING STAR
Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MANDNEY, INC.

*Successful in getting support from retailers
because it gets response from consumers—*

THE CHICAGO TRIBUNE CONSUMER-FRANCHISE PLAN



SALES at the factory grow today as plans are based on conditions at the retail level. With little personal selling by retailers, the critical phase of sales work has moved beyond the store and into the home.

Today's advertising job is to sell the consumer before she goes to the store. Advertising which is run to influence the retailer impresses him only when it impresses his customers.

To get retailers to take on your line—and to keep it in the face of competitive claims for his space and time—your advertising must be used to build a consumer franchise that will produce for

your brand an important share of the day-in, day-out buying of consumers.

From first-hand experience in working with manufacturers and retailers the Chicago Tribune has developed a sound procedure that successfully builds sales volume and a strong brand position.

It will enable you to turn to your advantage the trend to fewer brands per product class per store and the increasing reliance on self service in retailing.

It starts with the retailer's own need for higher volume and faster turnover. And, because it does, it gets his active support.

You can use this consumer-franchise plan to secure larger orders and better store display. With it your staff can sell more and earn more.

Pointed for immediate sales, it calls for no special prices, discounts or deals. Successfully used in Chicago, it is readily applicable in other markets. It works for big units as well as for packaged goods.

Why not decide now to learn how you can put the plan to work for you. A Tribune representative will be glad to talk to you. Ask him to call. Do it now while the matter is fresh in your mind.

Chicago Tribune

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